

Information and Communication Technologies (ICT) Programme

**Project No: FP7-ICT-632868**

## **FI-ADOPT**



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Deliverable D5.1

### ***D5.1 - Open Call Dissemination and Innovation Event Organisation***

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#### **Abstract:**

This document is compiled in the context of the project programme of work in work package 5: Dissemination and Public Outreach Activities. It describes up-front project activities undertaken with the objective to engage and mobilise the largest possible community of web entrepreneurs and SMEs to participate in FI-ADOPT open calls. It is part of the project's overall dissemination strategy which is due to be finally defined in the next implementation step.

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4	ATOS SPAIN SA	ATOS	Contractor	Spain
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## Executive Summary

FI-ADOPT promotes the upmarket implementation of FI PPP results such as the EU FP7 FI-PPP Core Platform, the FI-WARE technologies and assets to deliver a large number of applications based on innovative technologies and concepts, including networked media, social networking, mobile apps and gamification, in three main application sectors: FI-enabled learning and training; FI-enabled healthy behaviour shaping and FI-enabled social integration.

To this end FI-ADOPT is creating a technological and business ecosystem, supporting SMEs and web entrepreneurs to develop highly innovative applications in the area of corporate and citizen's learning/training, healthy behaviour shaping and social integration purposes, employing rich media, social networking, and/or mobile apps and gaming principles.

This document is the Deliverable D5.1 - Open Call Dissemination and Innovation Event Organisation. It is compiled in the context of the project programme of work in work package 5: Dissemination and Public Outreach Activities.

Section 2 of the document lays out the general approach towards promoting the project open call with a view to engaging and mobilising the largest possible community of web entrepreneurs and SMEs to participate in FI-ADOPT open calls. It also describes various specific activities undertaken by individual project partners in the pursuit of the above objective.

Section 3 of the document is devoted to one specific class of promotional activities – the organisation of innovation events as fora to publicise the project and its objectives and as platforms for direct contacts with potential applicants in the open calls. It also describes concrete events which are being organised by project partners in this context.

FI-ADOPT is part of EC's FI-WARE Accelerator Programme (FI-PPP 3rd Phase), which is being implemented by 16 EC-supported projects (the A16 Programme). This context lays out a specific framework within which project is being implemented and shapes to a large extent its dissemination strategy. As discussed in this document, a corporate strategy was developed between all A16 projects and the EC in order to focus on the successful exploitation of FI-PPP results.

A number of key building blocks of this common corporate strategy (such as joint official launch of the FI-WARE Accelerators Program during ECFI2014 in Munich, the use of a common A16 platform to announce the open calls, cooperation with the FI-WARE Press Office) are also described in this document.

Furthermore, in order to maximize FI-ADOPT open call promotion and the dissemination activities, FI-ADOPT is actively collaborating with the FIWARE community and liaise with the FI-PPP Accelerators, Coordination and support Actions (CSA) and local communities and organizations.

Dissemination is and will be an ongoing activity throughout the duration of the project. Deliverable 5.1 only focuses on one specific dissemination aspect: the promotion of open calls and the organisation of innovation events. In view of the specific objectives of the project, these are upfront activities seeking to engage and mobilise the largest possible community of web entrepreneurs and SMEs to participate in the open calls. These dissemination aspects are part and parcel of the project's overall dissemination strategy which is due to be finally defined in the next implementation step

## 1. Introduction

The FI-ADOPT project represents a group of organizations and individuals who are well experienced in the management of large European technology projects, have very large involvement in FI PPP and ensure high level technical training on the FI GE and DSEs, have very strong links with Venture Capitals and Business Angels and have successfully run CSA project and evaluated EC coordinated and open calls.

FI-ADOPT promotes the upmarket uptake of FI PPP results such as the EU FP7 FI-PPP Core Platform, the FI-WARE technologies and assets to deliver a large number of applications based on innovative technologies and concepts, including networked media, social networking, mobile apps and gamification, in three main application sectors: FI-enabled learning and training; FI-enabled healthy behaviour shaping and FI-enabled social integration.

FI-ADOPT is thus creating a technological and business ecosystem, supporting SMEs and web entrepreneurs to develop highly innovative applications in the area of corporate and citizen's learning/training, healthy behaviour shaping and social integration purposes, employing rich media, social networking, and/or mobile apps and gaming principles. It will also provide high-quality training and technical support to the involved developers using the FI-ADOPT support platform and will educate the web entrepreneurs and SMEs on business, economic, and IPR aspects.

Within the overall orientation of project towards supporting SMEs and web entrepreneurs to take-up Future Internet technologies developed within the FI-PPP programme, work package 5 "Dissemination and Public Outreach Activities" aims to ensure wide outreach of the project as a whole and the sustainability of the take-up efforts undertaken by FI-PPP SMEs and web entrepreneurs during and after the completion of the project. WP5 envisages actions engaging various user communities, in particular, SMEs and web entrepreneurs but also innovation agents, innovation support institutions as well as other relevant stakeholders. WP5 activities should ensure wide outreach and dissemination of project efforts supporting SMEs and web entrepreneurs to take-up Future Internet technologies developed within the FI-PPP programme. It will also seek to mobilise innovation agents in collaborative activities with FI-PPP SMEs and web entrepreneurs and engage innovation support institutions and public bodies in support actions for FI-PPP SMEs and web entrepreneurs.

This document describes some of the initial dissemination and public outreach activities action already undertaken in the context of the project and targeting to raise awareness among SMEs and web entrepreneurs and their potential partners in take-up actions of the project's outcomes and achievements and of the FI-PPP programme as a whole. In view of the early stage of the project, at the time of writing some of these activities were only starting or in their planning phase. This document will also serve as a planning and management tool in their further implementation.

Moreover, dissemination is and will be an ongoing activity throughout the duration of the project. In this context, deliverable 5.1 only reflects one specific dissemination aspect: the promotion of open calls and the organisation of innovation events. Apart from this dissemination focus, FI-ADOPT envisages a wide range of much broader dissemination activities including workshops/seminars for SMEs support, liaison with policy making entities, ongoing cooperation with other FI-PPP partners, promotion of PPP Use Case Expansion applications, etc. These dissemination activities will draw on the outcomes of the open calls and will depend of the success engaging a large ICT community in project activities. The FI-ADOPT approach to dealing with these challenges will be described in a subsequent document – deliverable D5.2 FI-ADOPT Dissemination Strategy.

At this stage, apart from the two main directions of dissemination described in this document, progress has been made also in other dissemination aspects.

## 2. Dissemination Approach

The beginning of the project is essential for a proper and well-structured dissemination approach with balanced use of tool like web and events as well as the use of own networks of the involved partners.

One important specificity of the project as a whole as well as of its dissemination strategy is related to the fact that FI-ADOPT is part of EC's FI-WARE Accelerator Programme (FI-PPP 3rd Phase), which is being implemented by 16 EC-supported projects (the A16 Programme), of which FI-ADOPT is one. Starting in September 2014, all 16 accelerator projects will publish open calls for the distribution of grants to SMEs and Web entrepreneurs for take-up actions building of FI-WARE developed during the first two phases of FI-PPP.

Between all A16 projects and the EC, a corporate strategy was developed in order to focus on the successful exploitation of FI-PPP, therefore the FI-ADOPT project will share some of the planned events or activities with other A16 projects in order to maximize participation, minimize costs and maximize output (for details see section 2.1 below).

The core of FI-ADOPT consists of the open calls for project proposals using FI-WARE technology. The upfront dissemination task is to ensure wide visibility of the envisaged support to take-up actions undertaken in the context of the project. The principal dissemination objective is to engage and mobilise the largest possible community of web entrepreneurs and SMEs to participate in the open calls.

In view of the specific overall objectives of the project, the promotion of open calls and the organisation of innovation events are upfront activities seeking to engage and mobilise the largest possible community of web entrepreneurs and SMEs to participate in the open calls. They will also serve to showcase the potential of the platforms and tools developed in the context of the FI-PPP programme as instruments facilitating the development of innovative and technologically challenging web-based applications and services.

### Stakeholders and Target Groups

The identification of target groups is necessary to define the actual execution strategy: what is communicated and for which purpose. At this point in time, as FI-ADOPT starts, the following stakeholders/target groups can be identified:

- **Applying Web Entrepreneurs:** These are mostly startups and/or research groups with technology ready for the market, and which meet the criteria for application. This is our main target group.
- **Applying Companies:** These are mostly SMEs (but larger ones are not excluded) that are technology developers who meet the criteria for application. This is secondary target group, which we reach mainly via EAls member partner organizations.
- **Media/Press:** Awareness raising to the "grand public" but also to specialized press, in particular in the wake of relevant events
- **Other Stakeholders:** As the project progresses, other stakeholders will be included in dissemination activities , e.g. incubators, technology transfer specialists, etc.

## ***2.1. FI-ADOPT Dissemination Strategy in the Context of the A16 Programme***

The FI-ADOPT dissemination strategy has been from the very start closely aligned and coordinated within A16 Programme.

Coordination of activities across projects was the main topic of the 3rd Workshop of the Future Internet Accelerators held in Berlin on 16-17 July 2014. The first session of the workshop was primarily devoted to the coordination and alignment of the process of dissemination of the open calls across the 16 projects. The presentations and discussions at the meeting focused on issues such: the common FI-PPP value proposition; “creating the right messages for the right people” (for each project’s target groups); stressing public-private sector co-operation; reference to the building of the FI-WARE ecosystem. Overall it amounts to the establishment of a common A16 corporate strategy, with dissemination as its key component) to be jointly pursued by the 16 projects.

A key building block of the A16 joint corporate strategy is the joint official launch of the FI-WARE Accelerators Program (the first wave of A16 open calls) which is due to take place during the 2nd European Conference on the Future Internet (ECFI) in Munich on 17-18 September 2014 (<http://www.ecfi.eu/munich2014/>). This approach seeks to establish synergies by joining/synchronising the communication efforts of all projects involved. It will also contribute to adopting a common A16 message to facilitate communication through media channels and help achieve the best dissemination results. FI-ADOPT’s participation in ECFI is described in section 3.

Another key building block of the A16 joint corporate strategy is the agreed decision of a common entry/application point for all A16 projects. In technical terms this amounts to the establishment of one entry point where call applicants from within any of the calls organized by any of the 16 projects will submit their proposals. This will be done through the F6S platform (<http://www.f6s.com/>)

Among other things, the implementation of this concept required close cross-project coordination of the call texts and of that of all accompanying materials. As regards the first open calls, this process has been finalized and the outcomes are reflected in the actual call documents (available in deliverable D2.1).

As part of A16 coordination and cooperation, FI-ADOPT has come up with the initiative to invite all FI-PPP Accelerators to offer to their selected projects to come on board its online platform EAI360. This will contribute to building a large joint community made up of many participating projects will significantly increase success rates; projects will enjoy synergies of an online community and a wide range of collaboration opportunities, peer-to-peer assistance. Consequently, a larger community will draw a wider array of potential investors.

The formulation and implementation of the A16 joint corporate strategy is supported by the FI-WARE Press Office which acts as facilitator and moderator of the coordination process, in particular, in the area of dissemination. The establishment of a dedicated FI-WARE Press Office is due to the specificity of the FI-PPP 3rd phase which has an express marketing aspect (moving from projects to products and switching from technical to commercial aspects).

FI-ADOPT as part of the A16 Programme has established working relations with the FI-WARE Press Office that contributes to the coordination of its dissemination strategy and activities within A16. In particular, the FI-WARE Press Office recommends the formulation of an overall coordinated promotion plan bringing together the various communication and dissemination channels and materials.

The key aspects of FI-ADOPT dissemination activities in the context of the A16 Programme have also been consulted and coordinated with the EC Project Officer.

## 2.2. FI-ADOPT Open Call Schedule and Implementation Plan

FI-ADOPT focuses on three main application sectors:

- FI-enabled applications for learning and training (including but not limited to applications/ mobile apps for staff training, training on efficient decision making and crisis management, e-learning activities)
- FI-enabled applications for healthy behaviour shaping (including but not limited to applications/ mobile apps for physical activity support, healthy diet enforcement, increased awareness on health-related issues)
- FI-enabled applications for social integration of groups with differences in educational status and of minorities (including but not limited to applications/ mobile apps for language learning, cultural integration, social integration of professionals)

FI-ADOPT will launch three open calls for project proposals using FI-WARE technology under these areas and give SMEs and web entrepreneurs access to a total grant of €4.240.000. The overall financial contribution for each selected project is envisaged to be between €50.000 and €150.000. Selected SMEs and Web Entrepreneurs will thus receive between €50-150K over a period of 18 or 12 months, depending on the call, based on the achievement of agreed-upon milestones. The open calls will be implemented in accordance with the following schedule:

	Publish	Open	Submission deadline	Projects Starting Date
Call 1	15 August 2014	15 Sept. 2014	30 October 2014	January 2015
Call 2	15 November 2014	15 Dec. 2014	30 January 2015	April 2015
Call 3	15 February 2015	15 March 2015	30 April 2015	July 2015

The open call procedure will be in accordance to the “Guidance Note for project coordinators planning a competitive call for additional beneficiaries in an ICT Integrated Project or Network of excellence” and the instructions and guidance notes established by the EC. More specifically, the FI-ADOPT open calls will be implemented according to the following uniform procedure:

- Step 1: Increase the public awareness on the scheduled open call
- Step 2: Ensure timeliness via public consultation
- Step 3: Formalization of the open calls (Open Call text, Guide for applicants, Proposers handout summary, Frequently Asked Questions)
- Step 4: Open call publication
- Step 5: Innovation Events
- Step 6: Experts Selection
- Step 7: Open call submission closing (proposals + Video optional)
- Step 8: Remote Evaluation
- Step 9: Consensus Meetings
- Step 10: Panel Meeting
- Step 11: Project Negotiations
- Step 12: Project Contract & Pre-financing

All SMEs or web entrepreneurs that will be selected are required to utilize one or more FI-WARE GEs in their solution/product in order to be eligible.

The following documents have already been prepared for the implementation of the FI-ADOPT Open Calls:

- Open Call Text
- Guide for Applicants
- SME Project Proposal template
- Individuals Project Proposal template
- Frequently Asked Questions
- Independent Evaluator Declaration of
- No Conflict of Interest

This material is available within deliverable D2.1

## 2.3. Open Call Promotional Activities

The promotion of the open calls is the highest priority dissemination task at this phase. Promotion and advertising are undertaken through a range of dissemination channels. In particular:

- **Dedicated Project Web Page:** The dedicated project web site (<http://fiadopt-project.eu/>) is already up and running and the first open call is already advertised on the project web site. The project website also provides regular updates of progress in the implementation of the programme of work and the main outcomes.

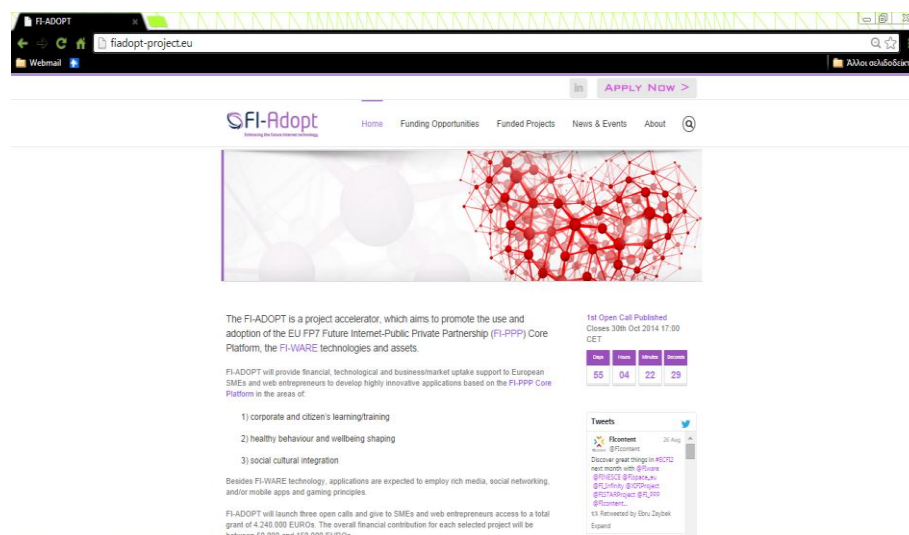


Figure 1: FI-ADOPT Web site

The FI-ADOPT Consortium has acquired the [www.fiadopt-project.eu](http://www.fiadopt-project.eu) domain and a web site has been set-up to directly disseminate the project related activities. Emphasis has been put at the Open call as it appears at the home page, having a countdown timer showing the 1<sup>st</sup> Call deadline.

- **FIWARE Landing Page:** FI-ADOPT has established links with the FIWARE project. From the FIWARE project web site, interested participants may be directly land to the FI-ADOPT web page and or the FI-ADOPT f6s platform page.

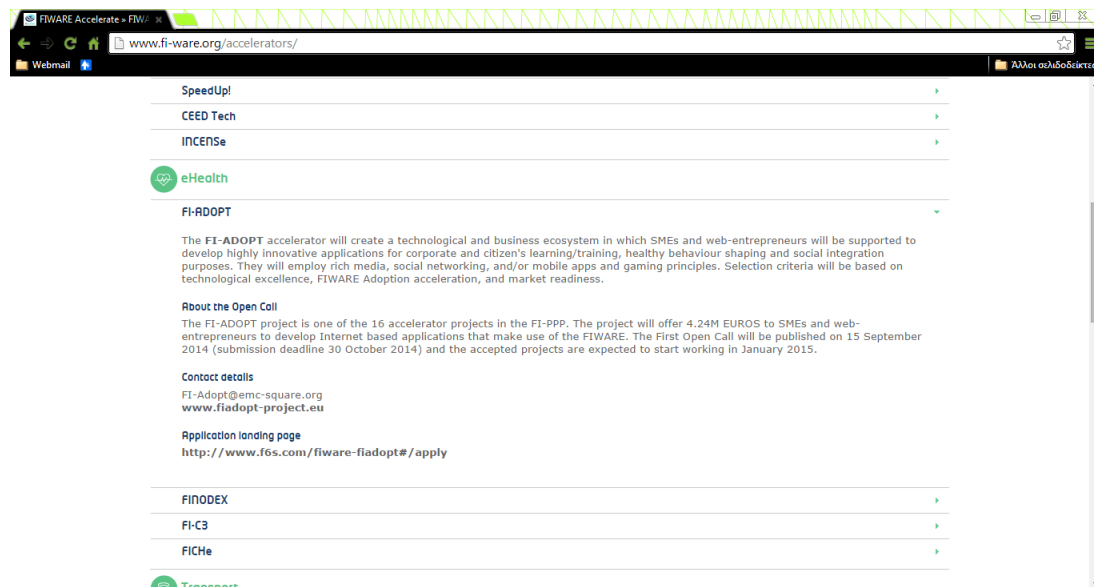


Figure 2: FI-ADOPT in FIWARE web page

- Project partners have been actively publicising the project in general and its open calls in particular in a range of international meetings and events. Examples include:
  - CreatiFI (Rovereto, 4 June 2014);
  - Workshop on FI-PPP Accelerators (Berlin, 16-17 July 2014);
  - FI-Jump Conference (Porto, 5 September 2014);
  - FI Grants Speed Info-Session (Luxembourg, 9 September 2014).
  - Participation in a number of similar upcoming events is also envisaged.
- Project partners are using their own web sites, existing networks and social media for outreach purposes and, in particular, for publicising the open calls through:
  - Blog: <http://www.f6s.com/fiware-fiadopt#/discuss>

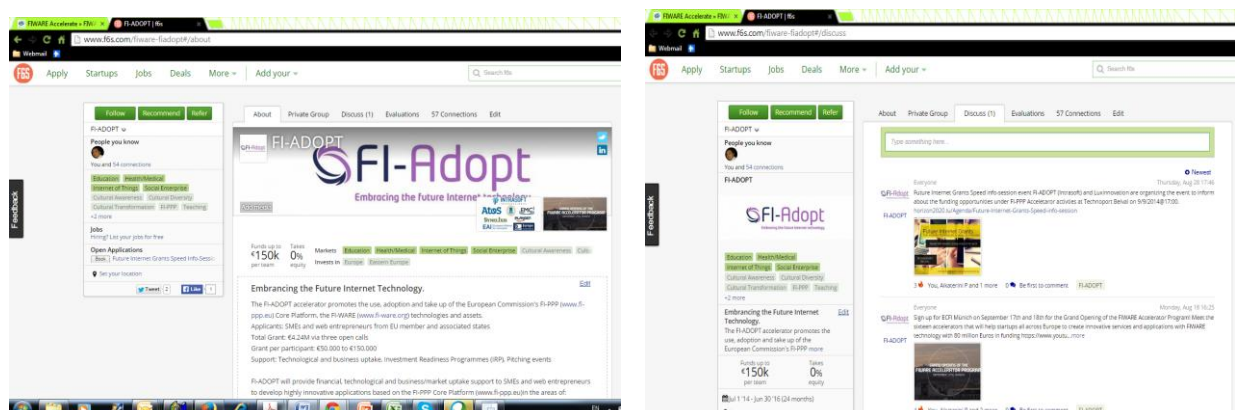


Figure 3: FI-ADOPT f6s blog

- LinkedIn page: <https://www.linkedin.com/groups/FIADOPT-8138215>

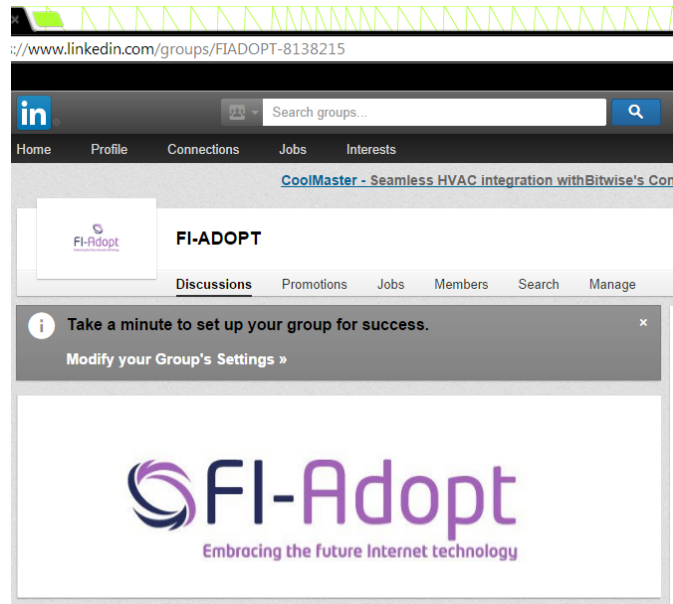


Figure 4: FI-ADOPT linkedin

- Slideshare: <http://www.slideshare.net/FI-ADOPT>

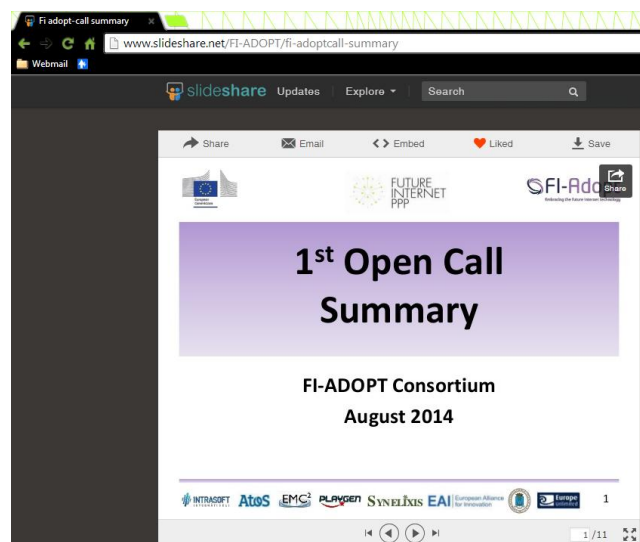


Figure 5: FI-ADOPT in Slideshare

- Twitter: <https://twitter.com/FIAdopt>



**Figure 6: FI-ADOPT in twitter**

- Facebook: under preparation
- Youtube: under preparation
- Google+: under preparation
- Flickr: under preparation
- The project is developing a range of promotional material for SMEs and web-entrepreneurs as well as for various potential partners in take-up actions (innovation stakeholders and support institutions) including ad hoc materials and business briefs on specific successful case studies within the project. As an example, the Annex contains the first FI-ADOPT flyer publicising the project and its open calls.

## 2.4. Innovation Events

As specified in the project's Description of Work (DoW), four Innovation events are to be held throughout the duration of the programme. The innovation events that are already planned to be organized by FI-ADOPT or where FI-ADOPT participates are:

Date	Place	Description	Activity	Responsible Partner
29/8/2014	Valladolid	FIWARE Event	Participant	ATOS
9/9/2014	Luxembourg	Future Internet Grants Speed info Session	Organizer	Intrasoft
17-18/9/2014	Munich	European Conference on the Future Internet (ECFI)	Participant	FI-ADOPT Consortium
29/9/2014	London	Digital Shoreditch	Organizer	EMC2
22/10/2014	London	Digital Shoreditch – participation of over 10 tech centres from cities across the UK	Participant	Playgen
28-29/10/2014	Rome	Internet of Things Summit (IOT360)	Organizer	EAI
12/11/2014	London	Digital Shoreditch	Participant	Playgen

It is foreseen that the fourth event is to be organised to showcase the best cases stemming from the call. The main reason for this approach is that the EC decided together with the A16 projects to have one big kick-off meeting in September 2014 in Munich at the ECFI and additionally we are organising one additional event in September within the Grand region. Therefore the fourth Innovation event will be organized in Benelux and to be held toward the end of the project once we have identified the best applications and running projects. During this event we will be able to showcase the results of the successful projects and offer the opportunity to raise awareness and potential to raise additional funding for their future growth.

One option which is still open is the idea to organise the fifth innovation event sided to the a well established event which counts with the participation of a substantial quantity of investors that can provide the companies we want to showcase with feedback on the technology or product and with funding opportunities. Another option would be to organize something of this sort in conjunction with an external event. In view of the need to finalize the option, the best timing will be the spring of 2016. A series of events are being considered with which to partner. The most likely possibility seems to be the Benelux Venture Forum organised in the spring of 2016 and taking place in Leuven. This event will allow us to enjoy the geographically central location and it fits our projected timeline. Nevertheless, other options are being studied at the moment to make sure we maximize the exposure of the success stories stemming from the different calls.

## 2.5. Liaison with Business Angels

FI-ADOPT has started actively evaluating potential collaborations with Business Angels, in order to offer additional offerings to the selected projects. The first success store is FI-ADOPT collaboration with CYBAN (Cyprus Business Angels Network, <http://www.cyban.com.cy/>). CYBAN has launched the “Capital Impact” a non-profit initiative, aiming at bringing entrepreneurial Nicosia together into their own, specially designed offices building. Under a very low monthly rate, projects accepted under the FI-ADOPT will be able to use the Capital Impact initiative Office Building, and enjoy office space, free training, mentoring, professional services, internet, hosting, software, coffee and much more, all courtesy of CYBAN’s Partners PWC, CYTA, Eurobank Cyprus and Microsoft.

## 3. Promotional Activities of Individual Partners

Following the general principles laid out above, each individual partner will organise their own promotional campaigns to publicize the project open calls and boost participation in them by ICT entrepreneurs and SMEs.

### 3.1. INTRASOFT

#### Open Call Dissemination

INTRASOFT strategy for open call dissemination will be divided into three steps for each call:

1. Create awareness on the opening of the call, **via electronic communication and events**
  - a. INTRASOFT is organizing an event within Luxembourg on 09.09. This event is targeting SMEs and web entrepreneurs within the Grand Region Luxembourg, Germany, France and Belgium. We expect about 30-50 possible applicants mainly from the start-up community as we collaborate with the regional incubator Technoport in Luxembourg and also LuxInnovation the regional development

agency supporting SMEs in the region. Further information can be found at:  
<http://horizon2020.lu/Agenda/Future-Internet-Grants-Speed-info-session>



2. Make the information clear and readily available so that critical masses of applications of good quality are submitted correctly. This is mainly done via the webpage at <http://fiadopt-project.eu/>
3. Disseminate and promote the best-cases. This is mainly done at later stage when the first project reviews took place and is available to the project team.

#### Specific Stakeholders and Target Groups

INTRASOFT Intl. is Vice President of the **International Network for SMEs at INSME**, [www.insme.org](http://www.insme.org) with the possibility to distribute call information via the association communication means like the webpage and the newsletter. INSME reaches a community of several thousand intermediaries all over the world.

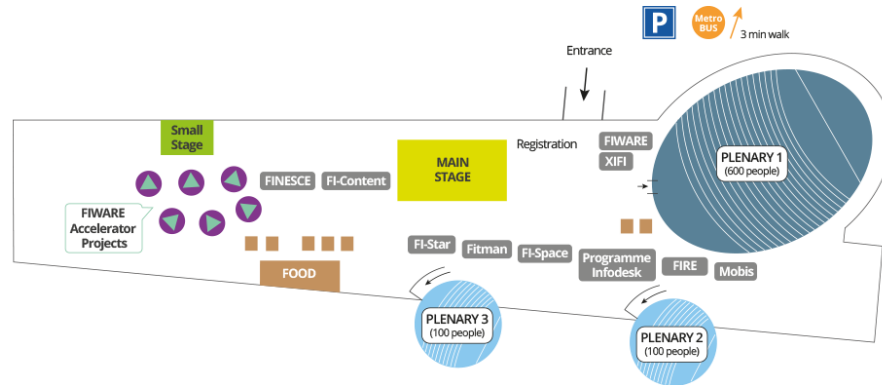
INTRASOFT Intl. is also Board Member of **Technology Innovation International TII**, [www.TII.org](http://www.TII.org) and will also use this channel to distribute mainly to the academic and innovation support agencies information about the FI-Adopt calls and accelerator services.

#### **Innovation Event Organisation**

With the support of the FI-Adopt partners, INTRASOFT organized the participation of FI-Adopt within the **ECFI** taking place 17-18.09.2014 in Munich. Germany. This event is the official Kick-off event where all 16 accelerator project have their calls open and present their programs to the public. INTRASOFT supported the A16 corporate booth and will present the open call at the booth and allow applicants within the **SME training day on 18.09** to learn more about the application process.

The program is available at: <http://www.ecfi.eu/programme-munich/>

ECFI booth and conference design:



## 3.2. EMC2

### Open Call Dissemination

To ensure the organization of the open calls, it is critical to increase the public awareness of each of the scheduled open calls. FI-ADOPT's approach is to start with communicating and disseminating the potential of the open calls to the users' and developers' communities, which are directly or indirectly associated with the FI-ADOPT. Using the existing and newly identified dissemination channels of EMC2, we plan to contribute in the following ways:

- Contribution to the email campaigns by providing access to EMC2's existing database of established contacts, including:
  - o **Researcher Database.** A list of around 50 affiliated researchers providing for each researcher the full name, research area, institution, web page and contact data.
  - o **Industry Database.** A list of more than 500 companies in the field of EMC<sup>2</sup> providing for each company the company name, website, country, and activity.
- Posting open-call dissemination on EMC2 portal (<http://www.emc-square.org/>), which has been playing a dual role in the past 5 years as 1) EMC2's online dissemination and resource centre of EMC2 and 2) the heart of the vibrant community of EMC2 members and friends.
- Dissemination via EMC2's virtual community, which consists of people that has been built around the EMC2 with the help of various online and offline social networking services and channels (e.g. Facebook). Today, the community consists of:
  - o a *network of 135 EMC2 members*, which are people that have registered or subscribed with EMC2;
  - o a *mailing list with 1,583 subscribers* to which we have disseminated *28 e-mail campaigns* to date;
  - o a variety of social networking EMC2 groups/pages:
    - an [Eventbrite organizer page](#) which is used for the online management and dissemination of organized events;
    - a [YouTube channel](#) for the online dissemination of videos *featuring 14 videos* and *having 14 subscribers* and *487 views*;
    - a [Linkedin professional group](#) with *154 memers*;
    - a [Twitter account](#) with *105 followers* for microblogging; and
    - a [Facebook page](#) with *61 likes*.
  - o and, two RSS feeds.

The dissemination of FI-ADOPT open calls can be done either via directly posting through these social channels, or by linking these social groups to FI-ADOPT’s social groups in popular social network sites.

**Innovation Event Organisation**







To date, EMC2 and Playgen have been planning for a joint organized event with Digital Shoreditch (<http://digitalshoreditch.com/>). Digital Shoreditch is a unique community celebrating the outstanding creative, technical and entrepreneurial talent of Tech City. They have been running regular meetups, workshops and hackathons, and have, for the past three years in a row, delivered enormous festivals showcasing a flourishing creative society.

This dedicated open call dissemination event is planned to be organized at Queen Mary University of London (<http://www.qmul.ac.uk/>), which is excellently positioned to offer access to new technologies and expertise, collaboration on cutting edge research, as well as the College’s impressive conference and hospitality facilities. The location of the event will be at the Mile End Campus situated in East London.

The event is planned to take place on **29 September** in the elegant **Octagon** located in the Grade II listed Queens' Building. Built in 1887, the Octagon was originally the College library, designed by Victorian architect ER Robson and inspired by the Reading Room at the British Museum.



The Octagon can be set to different layout according to the requirements of the event, as described below:

	Cabaret		Theatre		Reception	Exam	Dinner	
								
Octagon	.	.	150	.	120	500	180	180

Now the organizational work is ongoing and more details about the event will be available soon.

### 3.3. ATOS

#### Open Call Dissemination

In the first period of the Open Call Atos will use its commercial network especially with regards to the Public Sector, as well as its links to academia to attempt enhance awareness about the Call amongst SME's, potential entrepreneurs and other relevant stakeholders. Specifically, the strategy will be composed of the following types of contacts:

1. SME's in already established networks such as EU projects
2. Open Innovation initiatives in which Atos collaborates with SME's (for example see <http://www.techcitymap.com/index.html>)
3. Innovation departments (and similar) in the Public Sector who will have their own networks of SME's
4. The use of the commercial area of Atos through relevant Account Managers and market Leaders. Here the emphasis will be on Public Sector accounts and the area of Health. One of the principle activities of the Atos Group is project integration. In its role as integrator Atos has an important network of SME's with which it collaborates.
5. Academia. Atos has institutional relations with many universities around the world. For example see:
  - <http://www.atositchallenge.net/>)
  - <http://www.ucl.ac.uk/enterprise/enterprise-news/ucl-to-launch-worlds-biggest-living-lab-to-support-tech-and-media-start-ups>
  - [http://www.upmc.fr/fr/salle\\_de\\_presse/une\\_nouvelle\\_chaire\\_upmc\\_atos\\_renault\\_la\\_voiture\\_connectee.html](http://www.upmc.fr/fr/salle_de_presse/une_nouvelle_chaire_upmc_atos_renault_la_voiture_connectee.html)

To reach out to these different stakeholders both individual direct contacts (email, F2F, conferences) and social media (Twitter, Facebook) will be used. As well, the marketing area of Atos has close relations with Media and Press and a PPP Accelerator Press Release will be drafted.

#### Innovation Event Organisation

As well as the four Innovation events already defined in the DoW, Atos will participate in an event organized by the Junta de Castilla y Leon (regional government in Spain) in Valladolid at the end of September. At this event many SME's from Castilla will be present and the different PPP Phase 3 Accelerators will be able to directly interface with them. This event will be in Spanish as it is probable that many of these SME's and entrepreneurs will not be entirely fluent in English.

### 3.4. University of Madrid

#### Open Call Dissemination

Dissemination activities for FI-Adopt will be hold by means of different collaborations from usual partners and institutions with strong relationship with UPM.

The plan includes several activities that will be detailed next.

In the first period of the Open Call UPM will use its academia network especially with regards to the Public Sector, as well as its links to the Magalhães network, headed by UPM, which encourages exchange between the most prestigious technical universities of the European Union to attempt enhance awareness about the Call amongst SME's, potential entrepreneurs as University spin-offs.

In addition, UPM will contact several SMEs focused in powering R&D, entrepreneurs and technology based companies via other accelerating programmes in Spain both private (such as Wayra) or business schools (such as IE Business School). Wayra has quickly become one of the main accelerators of the global ICT sector, providing resources in order to facilitate new emerging startups across Europe. IE is an international institution dedicated to educating business leaders through programs based on our core values of global focus, entrepreneurial spirit and a humanistic approach. Both will be used to spread FI-ADOPT offer.

Other channel to be used by UPM, is the EIT ICT Labs Spain, one Knowledge and Innovation Communities (KICs) of the European Institute of Technology (EIT) where UPM is a member. We will together with other members of the network develop actions to attract entrepreneurs to the call.

Other mean will be to approach to the places where entrepreneurs co-work with others: FI-ADOPT dissemination through Impact Hub. Impact Hub is a network of coworking spaces including innovation labs, business incubators, and community centers, compiling an ecosystem of resources, and collaboration opportunities to grow impact. They are allocated all around the world, in more than 60 centres, and have more than 7000 members nowadays.

### Innovation Event Organisation

Besides the Innovation events already defined in the DoW, UPM will participate in an event organized by the Junta de Castilla y Leon (regional government in Spain) in Valladolid at the end of September. This event will be attended by ATOS as well.

In the last quarter of 2014 UPM will lead an event with AMETIC (Spanish association of ICT enterprises) to show the potentiality of FI to reach new market opportunities.

Last, UPM will also promote an internal event with its own accelerator CAIT (Centre for the support of Technological Research), and will use it to reach other University accelerators in Europe.

## 3.5. SYNELIXIS

### Open Call Dissemination

Synelixis has been actively promoting the Call Text via a number of ways:

1. **Web Sites & Social Media:** Synelixis has been representing FI-DOPT in many digital media such as the project/company Web site, the f6s blog, the Basecamp blog, the project LinkedIn page, the project Twitter site, the Slideshare page.
2. **Liaison with Cyban:** Synelixis has initiated and established close collaboration with the Cyprus Business Angels network, which will provide additional offerings to the projects selected by FI-ADOPT.
3. **Liaison with A16 projects:** Synelixis has been representing FI-DOPT in many activities and communication with A16 projects.
4. **Press release:** Synelixis has drafted a press release, to be published in a Greek large financial newspaper (distributed national wide).
5. **Participation in Conferences and Events:** Synelixis will participate together with the rest of the FI-ADOPT partners in the **ECFI** taking place 17-18.09 in Munich. Germany. Synelixis will present the open call at the booth and allow applicants within the **SME training day on 18.09** to learn more about the application process. The program is available at: <http://www.ecfi.eu/programme-munich/>. Participation and promotion of the FI-ADOPT open call in other events is also planned.

### 3.6. EAI

#### Open Call Dissemination

Dissemination will be assigned high priority in the first several months of the project in order to build awareness to the project and build a community of potential applicant SMEs and Web entrepreneurs. In order to do that, an organized dissemination approach with balanced use of web-based dissemination tools and events as well as the use of own networks of the involved partners. The dissemination efforts shall be repeated for each of the calls, with a greater emphasis placed on the first call, as it will set the tone for the project at large. The will include three main elements:

1. Create awareness on the opening of the call, and some hype right before the opening.
2. Ensure the information is clear and readily available, and the flow of application clear and simple so that a critical mass of quality applicants are submitted correctly
3. Disseminate and promote the best-cases, and the selected participants, including testimonials.

Additionally, all selected participants in FI-ADOPT, and potentially from other A16 Accelerators as well, shall be hosted on the EAI360 platform (<http://360.eai.eu/>), where they will receive a free graphic Public Profile page, individual public user pages. Access to all participating projects' public Profile Pages shall be readily available to any subsequent applicants, or those considering application in current of future Open Calls. EAI will ensure the participants' profile gallery is featured on all of EAI's publications, conference and Web pages, as well as those of Fi-Adopt and its partners.

For the duration of the project EAI will also provide services and tools, through its EAI360 platform as well as mentoring and acceleration programs as specified in the Description of Work. To make the participants and applicants aware these services and programs are available to them, EAI will engage in a dissemination effort that will include newsletters (its own and partners), The "I Am Innovator" Publication, individual emails, it's network of over 200 institutional partners, it's ongoing events (see below), and most importantly, social media channels. These goals will be implemented through different tasks as laid down in the DoW.

#### Specific Stakeholders and Target Groups

EAI will engage its members (over 200 institutional members), its research community, its community of entrepreneurs throughout the EU which are engaged in its various acceleration activities, its mentor's club, its partner physical incubators and accelerators, and its network of investors. Information about the open calls will be published in the EAI Newsletter and quarterly / *Am Innovator* magazine, as well as in our mass mailing campaigns and social media channels. In addition, if needed, specific targeted LinkedIn and Facebook campaigns will also be launched.

In addition, EAI will disseminate the FI-ADOPT calls via it's array of calls for relevant scientific conferences that it organizes throughout the year. These include, for example, events like HealthyIoT (<http://healthyiot.org/2014/show/home>), MobiHealth (<http://mobihealth.name/2014/show/home>), and eLearning (<http://eleot.org/2014/show/home>), and many more.

Throughout the entire project phase, web marketing techniques will be applied to optimize the results of the communication efforts. Impact of web marketing will be monitored through web analytics and statistics. In each of our newsletters, it will be our task to monitor how many went to the FI-ADOPT website to measure impact.

EAI will also participate together with the rest of the FI-ADOPT partners in the **ECFI** taking place 17-18.09 in Munich. Germany. This event is the official Kick-off event where all 16 accelerator project

have their calls open and present their programs to the public. EAI supported the A16 corporate booth and will present the open call at the booth and allow applicants within the **SME training day on 18.09** to learn more about the application process. The program is available at: <http://www.ecfi.eu/programme-munich/>

### **Innovation Event Organisation**

Out of the events envisaged in the project, EAI will showcase the FI-ADOPT project within EAI's IOT (Internet of Things) Summit in Rome on October 28-29<sup>th</sup> (<http://iot-360.eu/>) and will promote the Open Calls and the entire program during this innovation event. IOT360 will bring together influential innovators, leading technologists, researchers and entrepreneurs, industry representatives, makers, vendors, experts, developers and others to plan, learn, network, collaborate, strategize and more effectively tap into the potential of the IOT domain.

## **3.7. Europe Unlimited**

### **Open Call Dissemination**

For the first 3 months the aim is to alert potential applying SMEs that the application process is open and to guide them to create their proposals. For this purpose, our strategy will be divided into three steps for each call:

1. Create awareness on the opening of the call
2. Make the information clear and readily available so that a critical mass of applications of good quality are submitted correctly
3. Disseminate and promote the best-cases.

Additionally, for the duration of the project we will also provide the tools (templates, guides, etc) as well as training and accelerating services as specified in the Description of Work. To make the applicants aware these services are available to them, it is necessary to engage in a dissemination effort that will include newsletters, individual mails and most importantly, social media channels. These goals will be implemented through different tasks as laid down in the DoW.

### Specific Stakeholders and Target Groups

To accomplish its goals, Europe Unlimited will engage its community of SMEs, Venture Capitalists, Business Angels and incubator or accelerator programmes. Information about the open calls will be published in the quarterly Europe Unlimited Newsletters as well as in our mass mailing campaigns (bi-weekly the 3 months before the opening of each call), as well as individual outreach.

Extra effort will be put in partnering with incubators and accelerator programmes to relay their information to their resident companies and network. Also of importance is to make Business Angels, Venture Capitalists and other investor communities know about this opportunity as they are in constant contact with potential applicants.

It is planned to use social media networks that enhance the outreach towards "super-distribution" so that the KPIs of the DoW are surpassed. Social media will be managed to include activity daily. This will be done by using the social media manager tool Tweetdeck. By using this tool, several tweets can be pre-programmed to go out at specific moments of the day creating activity and engaging followers in the different communities, mainly Twitter. A facebook page is created and will be managed as well as a LinkedIn Group.

Throughout the entire project phase, web marketing techniques will be applied to optimise the results of the communication efforts. Impact of web marketing will be monitored through web analytics and statistics. In each of our newsletters, it will be our task to monitor how many went to the FI-Adopt website to measure impact.

### Innovation Event Organisation

EUN will take the lead in organizing the fifth innovation event in the project which will showcase the best cases stemming from the call. Our proposal is to organise the fifth innovation event sided potentially to the Benelux Venture Summit in March-April 2016 or alternatively with a similar event that is able to provide the startups with the best fundraising opportunities.

## 3.8. PlayGen

### Open Call Dissemination

PlayGen works with a large number of SMEs, tech start-ups and Web Entrepreneurs, as well as government and academic institutions, through their community based groups, events and networks. These networks, groups and events provide the excellent opportunity for PlayGen to make a strong impact on dissemination of FI-ADOPT call information during the first 3 months and onwards. This will involve:

Dissemination via to our online community via:

- **Social Networking sites** – PlayGen manage the ‘Serious Games Group’, ‘Masters of Gamification’ and ‘Games for Brands, Intelligent Gamification Group’ via LinkedIn. Alongside it’s Digital Shoreditch LinkedIn group, there is a combined reach of over 60,000 web based SMEs and entrepreneurs. PlayGen will publish posts to these groups to creating links and directing to the FI-ADOPT and FI-PPP websites.
- **PlayGen website and blog** – informative web posts to our site blog that engage and inform our community about FI-ADOPT.
- **Targeted emails and newsletters to Industry database** – alongside contacts in LinkedIn, the Digital Shoreditch newsletter contacts database is over 40,000.
- **Twitter** – dissemination to over 20,000 combined followers via PlayGen and DigiShoreditch Twitter accounts
- **FI-ADOPT website** – continue to contribute to the maintenance and updating of the FI-ADOPT project website to ensure information is current and relevant.

### Innovation Event Organisation

#### FI-ADOPT Dissemination event with EMC2 – 29<sup>th</sup> September 2014

PlayGen will develop and deliver a jointly organized event, taking place on 29<sup>th</sup> September, which will reach out to our respective communities with a strong focus on the Digital Shoreditch network.

The event will take place at Queen Mary University London, which is also a gateway to further research communities and also to new technologies, expertise which in turn facilitates not only participation in the project but also a means of finding collaboration partners.

PlayGen will invite businesses with growth potential and entrepreneurs from our networks, contact databases and groups to participate

#### Promotion at Digital Shoreditch events 2014

**October 22<sup>nd</sup>** - PlayGen will participate in a Digital Shoreditch Digital R&D event, focused on awareness-raising of funding for innovative organisations, entrepreneurs and SMEs bringing

new products and services to market, during which we'll also promote the FI-PPP programme as a whole.

**October 16<sup>th</sup>** - PlayGen will promote FI-ADOPT open calls at an accelerator event focused on opportunities and collaboration for innovators in smart cities.

**November 12<sup>th</sup>** - PlayGen will participate in a Digital Shoreditch event focused on creating a dialogue on the state of the tech community and the funding opportunities available to SMEs to keep the community growing and learning, simultaneously raising awareness of the FI-ADOPT call and FI-PPP programme.

#### Promotion through Digital Shoreditch network across the UK

PlayGen is partnered through Digital Shoreditch, with a number of organisations that work across the UK, funding and supporting the technology sector through promoting opportunities, knowledge sharing and networking events. These partners include the Digital Economy Network, Technology Strategy Board and the Knowledge Transfer Network. Throughout the project PlayGen will have the opportunity to disseminate and promote FI-ADOPT and FI-PPP through these partner organisations newsletters and events, engaging SMEs and Web Entrepreneurs across the UK, accessing the cities which are continuing to establish strong tech communities, such as Manchester, Birmingham and Cambridge.

## 4. Annex: FI-ADOPT Flyer



## What is it?

FI-ADOPT is project accelerator which supports SMEs and web entrepreneurs to develop highly innovative applications in the areas of:

- Learning and Training
- Healthy Behaviour and Wellbeing
- Social and Cultural Integration

## What kind of support?

FI-ADOPT can provide financial, technological and business support. Selected European SMEs and Web Entrepreneurs have the opportunity to take part in:

- Mentoring: webinars, 14-week acceleration programmes, Venture events, pitching events, networking opportunities across Europe
- Discounts across a wide range of services, fees and events
- Financial Support

## What level of funding is available?

FI-ADOPT has 4,24M Euros to give away through 3 open calls in the next 8 months.

## Key dates:

	Call open for submission	Submission deadline
Call 1	15 September 2014	30 October 2014
Call 2	15 December 2014	30 January 2015
Call 3	15 March 2015	30 April 2015

**Apply Now: <http://fiadopt-project.eu>**

