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FI-ADOPT



D5.3: Report on liaison with policy making entities and FI-PPP partners

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Abstract:

This document is compiled in the context of the project programme of work in Work Package 4: Technical & Business support to Use Case Expansion Projects. It describes the plan for the organisation of webinars workshops and programs to assist the SMEs and web entrepreneurs in preparing business propositions to investors in order to obtain funding.

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Executive Summary

The so called Future Internet Public-Private-Partnership (known as FI PPP) is a programme that is arriving to its end. It started many years ago with a clear attempt to create a technological offering that could help organizations to develop applications and services in an easy way by taking advantage of the new capabilities provided by Internet as underlying platform. Some of these capabilities relate to IoT, context awareness, big data and cloud computing.

The result of the development work carried out in the last years is FIWARE, which has become a reference platform in many contexts and is now being transferred to the FIWARE Open Source Community for its evolution. The quality and the performance of the platform have already been widely recognized, but the path to reach this has been long and challenging. Here is where initiatives like FI-ADOPT enter into place. The technology-push approach of the programme, once the main technology baseline was attained, had to focus on feeding the demand and lowering the barriers for users to adopt the platform. As part of the creation of incentives to promote the usage of FIWARE, the EC came up with the definition of the third and last phase of the FI PPP, the part known as FIWARE Acceleration programme. However, the end of this phase is just the beginning of another phase, the one where FIWARE will have to proof its relevance in real production environments, the one where technology will meet business.

Challenges behind these sentences have been and still are ambitious and complex. Collaboration has been key in achieving these results, both within the programme, as the unique way to keep coherence and use resources in an efficient and effective way, and outside the programme, as the only way to scale at all levels.

This document provides insights on the collaboration dynamics in the FI PPP programme. Aspects such as motivation, expected outcomes, the way to implement those collaborations...are all pointed out in the first block of the report. We provide concrete examples of joint events that have received great contributions by FI-ADOPT and have exploited the synergies with other projects, in general other accelerators of the programme. Some of them have been used to generate pitching opportunities for the startups; some others have been additional channels to create awareness about the Open Calls and the opportunities behind FIWARE in general and the Acceleration programme in particular.

The document includes a second part that addresses the strategy and actions towards policy makers, including the Regional perspective (that is being developed with the support of the CoR), the National perspective (aiming at coordinating policies at EU and MS level and where we have pushed forward to include FIWARE in National R&D programmes) and the City perspective, where the whole FIWARE ecosystem has worked with the Open and Agile Smart Cities Alliance (OASC) to implement principles that foster interoperability and open solutions that avoid vendor lock-in. If successful, this will be a great step towards the realization of a Digital Single Market.

Enjoy the reading!

1. Structure of the document and intended audience

“D5.3 Report on liaison with policy making entities and FI-PPP partners” intends to provide, as the title states, an overview of some of the collaborations that have been pursued by the project during its execution. FI-ADOPT is one of the pieces of the FIWARE puzzle. It cannot be developed in isolation, since it has to contribute to overall goals of the FIWARE programme; this means that collaboration within the programme is of utmost importance to ensure coherence. On the other hand, limitation of resources is a challenge that can be overcome by setting up the right alliances and collaborations both within and outside the programme. A proof of that is the capacity to reach synergies between accelerators to organize joint events that could attract more BA and investors and reach higher potential impact. We cannot forget the fact that the programme has been designed in a way that some of its projects are serving the others (for example, FI Business provides services to startups funded by accelerators, FI-IMPACT delivers realistic assessment of the programme, FI-LINKS creates the channels to bring FIWARE to regions and global environments, as responsible for the FIWARE Mundus brand, just to name few examples).

In order to go easily through the document we have tried to synthesize the contents and provide examples that illustrate some of the actions carried out in specific areas without going in detail through all of them. From the structure point of view, this deliverable starts with an overview of the Future Internet programme as a way to understand the working environment and the motivation/justification to implement such collaborations.

Within the FI PPP programme we explore events that have been used as opportunity for the startups to pitch, as well as events whose main objective has been the dissemination of the FI-ADOPT Open calls, taking advantage of wider audiences attracted by big events and by the synergy with other accelerators. After events we revise other typologies of activities implemented in collaboration with different projects of the programme, which include the participation of FI-ADOPT to the decision-making bodies, such as the Steering Board and the A16 meetings. Synergies attained with other projects in the context of webinars and Investor readiness programmes, as well as future collaboration opportunities close this chapter.

The second part of the deliverable focuses on liaisons worked out during the programme with policy makers at EU, National and regional/local level. It goes specifically through the use of Smart Specialization Strategies for FIWARE take-up by regions (as part of the discussions developed with the CoR), the coordination between European policies and National ones including the support to FIWARE by Member States and finally, the overall strategy adopted by the programme in the context of cities. The section on liaisons finishes, as in the case of the previous chapter, with an overview of other typologies of activities and collaborations and a summary of prospects for the future.

This deliverable should be of interest to anyone that wants to get a complete flavor of the collaborations and dynamics that have governed the last phase of the FI PPP programme. It will surely help to understand the path towards future activities and sustainability mechanisms for FIWARE.

2. Collaboration within the Future Internet Programme

The so called Future Internet Public-Private-Partnership (known as FI PPP) is a programme that is arriving to its end. It started many years ago with a clear attempt to create a technological offering that could help organizations to develop applications and services in an easy way by taking advantage of the new capabilities provided by Internet as underlying platform. Some of these capabilities are related to IoT, context awareness, big data and cloud computing. Other products and technologies in the market cover some of these features, but not in an integrated way, as it was expected here. The ambition was to create a platform that could reduce time-to-market by ensuring that developers would build their services on top of such platform without the need of being experts in the aforementioned technologies. The result of the development work carried out in the last years is FIWARE, which has become a reference platform in many contexts and is now being transferred to the FIWARE Open Source Community for its evolution. The quality and the performance of the platform have already been widely recognized, but the path to reach this has been long and challenging. Here is where initiatives like FI-ADOPT enter into place. The technology-push approach of the programme, once the main technology baseline was attained, had to focus on feeding the demand and lowering the barriers for users to adopt the platform. As part of the creation of incentives to promote the usage of FIWARE, the EC came up with the definition of the third and last phase of the FI PPP, the part known as FIWARE Acceleration programme. The way to refer to the different phases of the programme may seem like if the work was over; however, that is not the case. The programme is reaching its last phase in the sense of having generated the expected outcomes for which it was defined.

Support from public institutions may still be needed for specific activities, but we are all excited to see that this is just the beginning of the commercial roll-out of FIWARE, a real attempt to put European technology in the center of the development of Internet applications. At the stage of submitting this document, an Open Source Community around FIWARE is alive and major IT companies involved in its support (such as Telefónica, Atos, Engineering and Orange) have already signed commercial agreements and are in the process of setting up a legal entity, the FIWARE Foundation, which will take care of aspects like promotion, certification or brand protection.

We are living a success story of transition from Research and development to business units in the companies involved in such endeavour. And FI-ADOPT is part of the ecosystem that has made this possible.

This introduction intends to highlight high-level goals that are in the spirit of the programme, and that, as such, have influenced the work of FI-ADOPT in the last years:

- The overall objective is to create a market for FIWARE by generating incentives for newcomers to contribute to the platform either by evolving the technology as part of the FIWARE Open Source Community or by adopting the technology to create products or services upon it, or both. The need is not artificial, but convincing users to jump to a new platform, new technologies or new business models is always a challenge. That is why the creation of incentives is needed, as part of the process to lower the barriers to become a FIWARE supporter. What does it mean in practice? All accelerators, including FI-ADOPT, should not understand the project as a contract that is isolated from these goals. Ensuring that FIWARE is at the centre of the developments of the startups and SMEs who benefit from the programme is a responsibility, as much as promoting FIWARE in a realistic way, communicating pros and cons of the technology, its roadmap and the opportunities behind commercial agreements that may arise during the programme. Feedback provided by these companies should be extremely valuable to understand how to improve FIWARE, where to

invest...in the end, startups that are part of the FIWARE acceleration programme represent the first wave of FIWARE “validators”.

- If goals are not only specific to FI-ADOPT, but to the overall programme and therefore, benefits should arise from the completion of objectives at programme level and not only at individual project level, it is easy to recognize that collaboration between all the projects is a must, a need and an opportunity.

Therefore, while acknowledging the specificities of FI-ADOPT, this initiative has kept in mind the global goals of FIWARE and has reacted accordingly. And this entails a lively cooperation and collaboration with all the other projects of the programme. This section summarizes some of the actions performed by the project in this context.

2.1. Programme Events as opportunity to pitch

Promotion of FIWARE as open platform and the opportunities behind the programme is a common objective to all the accelerators. While some events have been kept small on purpose (for example, when the targeted audience is very specific), some others required achieving critical mass. For this challenge, FI-ADOPT has worked hand in hand with other accelerators to make use of resources in a more effective and efficient way. The following list includes a selection of events where collaboration has happened with other projects of the programme and where FI-ADOPT has looked for a framework in which selected projects could meet investors or potential partners for strategic partnerships or to carry on fundraising activities.

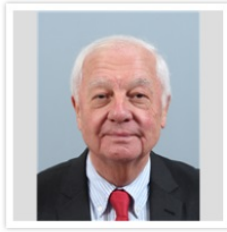
Selected projects have also taken part in webinars and IRPs with the aim to prepare them to commercialization or internationalization of their product. The knowledge obtained during these trainings was utilized during the pitching opportunities put at their disposal. Examples of events where synergies have been established with other initiatives and where these goals have been materialized for the FI-ADOPT companies are the ICT 2015 in Lisbon, the European Conference on Future Internet in Hamburg and the European Venture Summit in Dusseldorf.

2.1.1. ICT 2015 – Lisbon, October 2015

During the ICT 2015 event in Lisbon, Europe Unlimited partnered with the Invest Horizon and Startup Europe initiatives to organize the Invest Horizon Venture Forum within the large conference.

It featured pitches by 12 top companies looking for investment, including top companies from FI-ADOPT that were coached by Europe Unlimited before presenting in front of a panel of 11 investors, for the most part business angels, and an audience of international startups, policy makers and corporates. Companies had the opportunity to pitch their business idea and meet with business angels in views of obtaining further funding.

Examples of biographies of the BAs who attended the event can be seen below.

Mr. Philippe Gluntz - Business Angels Europe (BAE)

Mr. Philippe Gluntz
President

Philippe Gluntz, a French citizen, is graduated from Ivy League , “Great Schools” :“ Ecole Polytechnique”(Maths-Physics) and “Ecole des Ponts et Chaussées”(Civil Engineering). He also graduated from “l’Institut d’Etudes Politiques de Paris” in Economics and Political Science, and holds a PhD in Management from Vanderbilt University (USA). Philippe Gluntz has spent his whole professional life as CEO and COO of major Software and Telecom Companies (Alcatel Group, Cap Gemini Group, ADP Group) and is now ,since 12 years , a serial Business Angel, European Business Angel of the year 2012, and as such Chairman and Board Member of several NTIC and Logistic companies. He is also involved in the Venture Capital market, as Board member , on top of his academic teaching. He spends a significant part of his time now as Executive Vice-President , past President of the French Federation of Business Angels and early stage Funds (France Angels),as Board member , Past President –Founder of Paris Business Angels, one of the largest French Business Angels Network and as President- Founder of BAE, the Confederation of European Business Angels, since 2013.

Business Angels Europe (BAE)
Brussels, Belgium



Business Angels Europe (BAE) is the European Confederation of Angel Investing, representing the European Business Angels’ Federations and Trade associations in Europe. BAE brings together the most active and developed countries operating in the angel market in Europe. Business Angels Europe is the Voice of Angel Investing in Europe. •Ensuring a supportive fiscal and regulatory framework for angel investing across Europe. •Creating a connected ecosystem for angel investing across Europe, working with key players across the finance and business marketplace •Promoting the growth of the angel market in Europe and raising awareness of angel investing to individuals with the capacity to invest, bringing both finance and experience to small businesses.

Keywords : Associations of Investors

Mr. Miguel Henriques - FNABA

Mr. Miguel Henriques
Investor

Miguel Henriques is a business developer and executive member of the Board of Grupo Lena, a major entrepreneurial Group of companies in Portugal (www.grupolena.pt). The activity of Grupo Lena spreads over a large array of sectors, and MH is CEO of the Environment and Energy subholding. He holds a degree in Economics from the University of Porto and an MBA from Lancaster University. Along with a large experience as University lecturer in the fields of Marketing, Strategy and Entrepreneurship, both at graduate and postgraduate levels, he has worked with the Portuguese industry since 1984, as an accountant auditor, a consultant and an executive. As member of the Board of Directors of IAPMEI, a public Institute in charge of policies directed to SME, Miguel Henriques designed nation-wide programmes to develop innovation and firm creation. Between 1999 and 2004 he served as CEO of PME Capital, a leading venture capital fund specialised in start-ups and early stage.



FNABA
Caxias, Portugal

FNABA - National Federation of Business Angels Associations brings together 16 Business Angels associations in Portugal. The purpose of FNABA is to centralize the Business Angels a single platform that is an interface between entrepreneurs and investors. This platform is to allow greater flexibility in the evaluation of projects and increase the participation of Business Angles also creating synergies with public and public incentives .

Companies supported by FI-ADOPT presented their business and value proposition before the panel of venture capitalists and business angels.


2.1.2. ECFI – Hamburg, November 2015


The European Conference on the Future Internet that took place in Hamburg provided FI-ADOPT with the opportunity to provide intensive training to the participants during the Investment Readiness Programme which took place on the first day of the event on the 4th of November 2015. In the following days, companies had the opportunity to meet with potential partners and investors.

For the IRP, the panel of coaches was already constituted of a group of previously identified potential investors, Tristan Reckhaus , European Leader of IBM’s Digital Cities Program, Dr. Tanja Emmerling, Investment Manager at High-Tech Gründerfonds Management and Mr. Peter Eric Mathies of Mayday Invest.

On the second day of the event, Europe Unlimited organised a panel which featured accelerators, Business Angels and other investors. It was titled ‘Investor’s Readiness’ and, although it was

focused specifically on investment readiness programmes, it provided startups with advice, from top accelerator managers such as David Ventzel from Open Axel or corporates including Daimler, on a wide range of topics particularly focused on how to speed up their development and preparedness in order to present in front of investors.


ECFI 3rd European Conference on the Future Internet



TICKETS

PROGRAMME

SPEAKERS

OPPORTUNITIES

LOCATIONS & HOTELS

CONTACT & MEDIA

04.11.15 | 05.11.15 | 06.11.15

+

15.00 - 20.00 | FIRES Project's Mobile LAB

+

15.30 - 17.00 | Investor's Readiness

The session will focus on best practices for Investor Readiness Programmes and the sharing of some of the tools they use to help startups be successful in raising funds. How can accelerator programs, Business Angels & VCs, EC funded initiatives help startups becoming investor ready?

Speakers

- David Ventzel | Partner in OpenAxel
- Thomas Wiborg Steen | Business Accelerator & Investor in Next Step Challenge
- Mert Altındağ | Investor & Serial entrepreneur
- Rafael Aguado | CEO & Founder of Bolt Accelerator
- Ivo Radulovski | CEO & Founder, Segments Accelerator
- Anastasios Stilianidis | Program Manager, Daimler
- Thierry Bujard | Entrepreneur and investor

Moderator: Myrna Rodriguez-Hausséguy, Senior Project Manager

Location

Wälderhaus/Heuckenlock

+

16.00 - 17.00 | Lean start-up

+

17.00 - 18.30 | DINNER

+

17.00 - 19.00 | Women Entrepreneurship

+

17.00 - 19.30 | Workshop Dan O'Connor

+

17.30 - 19.30 | Ignite talks

Figure 1: Speakers at ECFI



Figure 2: David Ventzel giving advice to entrepreneurs

2.1.3. EVS – Dusseldorf, December 2015

The 9th edition of European Venture Summit (EVS) took place on 7-8 December 2015 in Düsseldorf. EVS is Europe's foremost networking and investment event for high-growth technology start-ups, venture capital investors and technology corporations. It offers to entrepreneurs the opportunity to grow their businesses across borders, and engage directly with Europe's most active investors across investor-types.

The European Venture Summit presented more than 100 innovative ICT, Life Sciences and Cleantech companies from across Europe to an international audience of investors, key corporates and innovation experts.

For this edition, the summit had the special theme of '**Digital convergence: Digital Health – Digital Industry – Digital Energy**' and it featured:

- **100+ companies** presenting in 20 different sector-focused presentations sessions:
- Between 100 and **120 expert investors** invited to provide feedback in the company presentations sessions directly to the pitching companies
- **15 Speakers** for the 3 Plenary Discussion Sessions & 4 Key Note Speakers as well as 30 Speakers for the Roundtable Discussion Sessions
- Attendance by over 400 people, of which 200 of Europe's most active venture capital and corporate investors
- Attendance by high-tech entrepreneurs, advisors, corporates and government partners
- Presentation sessions, pre-arranged one-on-one meetings, discussion sessions and partner roundtables.

Following a suggestion from the European Commission and a decision by the FI-ADOPT consortium, it was determined that the event would be opened not only to the companies participating in the FI-ADOPT accelerator, but all accelerators from the FIWARE community. A campaign to disseminate this opportunity was launched in BASECAMP. The chance gathered large interest and applications, for this reason, a selection process was established to ensure the quality of the companies put forward to investors.

Accelerators submitted 2-3 pitches for consideration. These presentations were then put forward to a jury of investors who submitted their ratings using Europe Unlimited's system for online reviews. The best companies were then invited to participate.

The list of FIWARE companies follows in the table below, but the full list of presenting companies is available [here](#):

Company	Accelerator
Fedger	FINODEX
BeaconInside	EuropeanPiooners
Binee	SpeedUp Europe
BLITAB	CreatiFI
Blue Maestro	SmartAgriFood
DataScouts	FINODEX
GENESIS	FINODEX
Guide Me Right	FI-C3
HOP Ubiquitous	FABulous
INFARM	EuropeanPiooners

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Instronix Limited (Parlance)	Fi-Adopt
NOVIQR	Fi-Adopt
OEEEX	SpeedUp Europe
Opencheck	FINODEX
Parcellab	SpeedUp Europe
Teeser	FINISH
Tracktic	EuropeanPiooners
Ubikwa	SmartAgriFood
Urban Logistics	FINISH
Videona	FI-C3
WINGS ICT Solutions (Migraine Net)	Fi-Adopt
Xminutes	SpeedUp Europe

During the event, FI-ADOPT organized a stand-alone Investment Readiness Programme called the “Venture Academy” on the morning of the 7th of December. During this IRP, companies pitched their business proposition and received feedback on areas to improve before pitching in front of investors.



Figure 3: Intensive coaching at the Venture Academy



Figure 4: One2One meetings with investors at EVS

During the two days of the event, companies pitched and held one2one meetings with investors. These meetings were pre-arranged to ensure the investor type in terms of stage and sector fitted well with the scope of the selected projects.

Additionally, to increase their visibility on the event and beyond, social media channels were activated showcasing particularly the FI-ADOPT companies and FIWARE companies as a group. The FIWARE community had a central place at the event both figuratively and physically as the FIWARE stand (facilitated by Ogilvy, Press Office of the programme) occupied the center stage at the venue.



Figure 5: The FIWARE Stand at EVS – Dusseldorf, December 2015

These events reflect the intense activity of collaboration in the last months aiming at finding opportunities for the startups by benefiting from the critical mass and resources of the overall programme. When the event is a well-recognized brand (already created by others), organization of the accelerators usually takes place in the context of the Basecamp platform (recently changed to Mobilize.io). When the events are fully organized by the FI PPP programme (as it is the case of the European Conference on the Future Internet and specific sessions at global EC events like ICT or Net Futures (formerly Future Internet Assembly) the *modus operandi* consists of setting up an Organizing Committee where representatives of different projects are selected to take care of the different tasks and responsibilities associated to the event. FI-ADOPT has actively supported this process.

2.2. Programme events as opportunity to promote FI-ADOPT Open Calls

Even though a long part of the project has been devoted to work with SMEs and startups, the initial steps had to focus necessarily on attracting companies to the FI-ADOPT acceleration programme. As it has been pointed out at the beginning of this document, this could not be done in isolation, since clear messages about FIWARE had to be provided. Let's think that at that stage FIWARE as technology/Open Platform was not as mature as it is today, and furthermore it was quite unknown

among developers. Support from FIWARE colleagues (including technical level) and the Press office in order to be coherent with the branding was a need. It was especially important counting on the right assets that could attract the constituencies targeted by FI-ADOPT, and for this, cooperation with those that had the knowledge on what was good and what was not so good in FIWARE was essential. Consequently, a series of events were developed at programme level to act as initial marketing platform for all the accelerators. A few examples are presented here as illustration of these efforts.

2.2.1. 2nd European Conference on the Future Internet (ECFI2) - Munich, September 2014

Official website: <http://www.ecfi.eu/munich2014/>

This edition of ECFI was the grand opening of the FIWARE Accelerator Programme. Therefore, it was the first time that plans of the 16 Accelerator projects to release 80 Meuro among SMEs, start-ups and web developers eager to use FIWARE technologies were shared with a public audience. The format was a conference plus an exhibition area with continuous activities (including parallel pitches in different stages) and a techno-brunch on the second day focused on smart manufacturing and car industry (taking advantage of the premises and contact with BMW). FI-ADOPT has its own space in the exhibition area, where insights on the initial open calls were communicated to potential proposers. This event was one of the first opportunities for FI-ADOPT to interact with the whole FIWARE community.

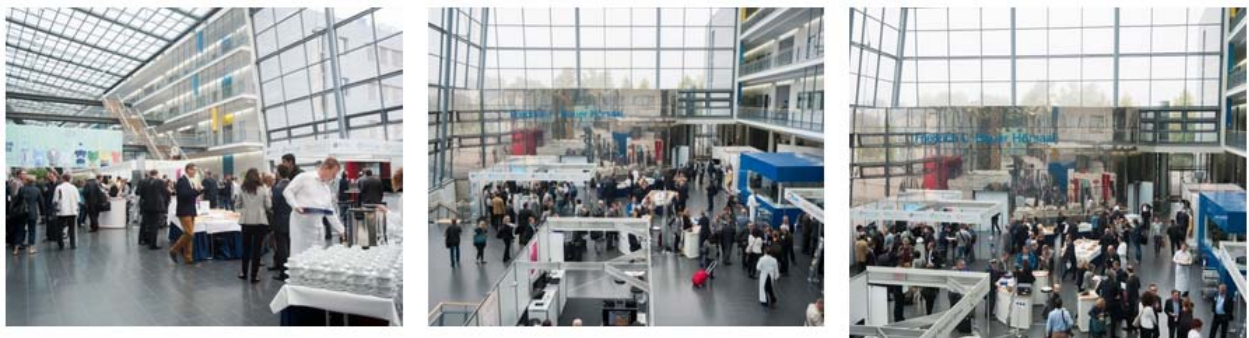


Figure 6: A view on the exhibition area of ECFI Munich

2.2.2. ICT Proposers Day- Florence, October 2014

Official website: <https://ec.europa.eu/digital-agenda/events/cf/ictpd14/item-display.cfm?id=12615>

This event was organized by the EC around all the ICT topics of their workprogramme. The audience was therefore several thousands of potential proposers, including SMEs and startups that could benefit from the new innovation instruments of H2020, at that stage still quite new to the audience. An example of lightweight funding mechanism was that of Open Calls, such as proposed by the FI PPP and specifically by FI-ADOPT. In the context of the overall conference, the Accelerator programme and the Net Futures Unit organized a session where interested parties could listen to the added value and status of FIWARE as well as the details on the Open Calls of the accelerators related to Open Data, Smart Cities, Energy, Agrifood, Internet Mobile Content and manufacturing. This was followed by a Q&A session and opportunities for networking. It was the beginning of the acceleration programme as we know it today...

2.2.3. Net Futures- Brussels, March 2015

When FIWARE started to be known in development communities associated to OpenStack, IoT or context awareness topics, the first successful examples of startups emerged. At that stage, some events were organized at programme level to disseminate the benefits and opportunities behind FIWARE, but not only with a view on the pure technological aspects, but on the business these technologies could enable. It was therefore one of the first events where companies using FIWARE as underlying platform started to get visibility. These first successful examples were referred to as “FIWARE ambassadors”. Net Futures 2015 gave a high visibility to FIWARE by including the session “Start and grow your business with FIWARE” in the Market validation track, and by offering a huge exhibition space, where all accelerators –including FI-ADOPT- interacted with startups and with projects of the second phase of the programme (the so called Use case projects, which were approaching the last versions of their domain-specific platforms).

The purpose was to show how the FIWARE technology and ecosystem would definitely boost the business of start-ups and SMEs by creating economies of scale, and the audience addressed was mainly SMEs and startups. At that stage the FIWARE accelerator programme had received more than 2800 applications and there were more than 400 selected startups and small businesses, being 43% new business and startups. Some of those ones got extra visibility through their pitches on stage (examples are *dimago*, a solution to support the treatment of mental health disorders; *FI-Sonic* to monitor noises in the cities; *Onomondo*, a solution for a mobile phone scenario without roaming charges; *Wireless Info*, using FIWARE generic enablers in the frame of Spatial Data Infrastructure (SDI) Applications; *Usheru* a ticketing sales and marketing platform for the cinema industry that recommends users movies they like in their favorite cinemas at a discount price or *Coffeestrap*, a peer to peer language education platform). Sustainability and commercialization aspects were specifically addressed in this event and some initial thoughts about a potential open source community around FIWARE started to appear as a realistic part of the FIWARE future plans. At that stage the four big companies Telefonica, Orange, Atos and Engineering had already made an announcement of the support of an Open Source community and commercial offerings of FIWARE in the area of smart cities, which added to the launch of the Open and Agile Smart Cities initiative, which included at that time 31 Cities committed to deploy FIWARE and provide access to open data through the platform for startups and SMEs in order to foster innovative solutions within smart cities (nowadays that initiative includes more than 100 cities from all over the world).

2.3. Future Internet Community

FI-ADOPT, as part of the Future Internet community, contributes on a continuous basis to activities that take place under the FIWARE umbrella, beyond the pure Acceleration programme. Examples that illustrate these contributions are a) gathering feedback on the performance of the FIWARE GEs, which is carried out in cooperation with FIWARE coaches, as well as b) contributions to the overall assessment of the programme (involving different criteria such as the way funds are distributed through the open calls, the way FIWARE technologies are used to foster a specific part of the business, sectors that are mostly addressed by the startups, etc), which is a process led by the FI-IMPACT initiative with the inputs of all the accelerators. In the same way, FI-ADOPT companies also benefit from services provided by other projects for the overall programme participants. An example of this is the business support offered by FI Business.

Of special relevance is the collaboration with the Press Office, who is responsible for the overall marketing and promotion services in FIWARE. FI-ADOPT has worked with them for the purpose of creating promotional material and visibility of events where our startups and SMEs have been present. We have made extensive use of the resources generated by the press office, including multimedia material. As part of the programme level collaboration among accelerators, FI-ADOPT

has also worked with the other projects in the evaluation of startups that would be awarded with “advanced” marketing services as part of the VIP programme.

Additional elements of the FIWARE community that deserve a reference here are:

- The **FIWARE iHubs**: Business hubs determined to incubate and encourage new services. As such, they play an important role in the global ecosystem that FIWARE is spinning. They help the community to scale by providing a place where interaction with the companies can happen at local level. It is expected that they will enrich their service portfolio and will become essential in expanding FIWARE as reference open platform. The network has nowadays 22 Hubs distributed among many EU countries, but it has the ambition to expand beyond Europe.
- Talking about global reach we could not ignore the goals of **FIWARE Mundus**, as the brand that promotes the adoption of FIWARE in European regions and in countries outside Europe where the take-up of Internet innovation can occur and impact local markets. Stakeholders targeted by FIWARE Mundus include varied actors, such as standardization bodies/initiatives that have global recognition, but also –and especially– organizations that are interested in the adoption of FIWARE, either as FIWARE instance providers, or as direct users of the technology. The achievements up to 2016 include activities in Latin America, North America (notably US), Korea and some prospects in Africa. Their contributions to standardization activities, roadmapping exercises and impact generation are essential to gain the trust of the startups and SMEs that have started to use FIWARE thanks to the FIWARE Acceleration programme, but have not taken a serious step towards the use of FIWARE in a production environment.
- We cannot deny that for many months, startups have been repeatedly asking about the sustainability of FIWARE as an important criterion to go for it in a commercial roll-out phase. The uncertainties of the past have given birth to a sustainability strategy based on two instruments:
 - The **FIWARE Open Source Community**: it is an independent open community whose members are committed to materialize the FIWARE mission, that is: “to build an open sustainable ecosystem around public, royalty-free and implementation-driven software platform standards that will ease the development of Smart Applications in multiple sectors”. A key goal of the FIWARE Community is to maintain and further develop FIWARE technologies. The community around FIWARE is rapidly growing, with hundreds of developers contributing to the subsequent releases of the FIWARE GEs. The main goal is that this community is properly organized and becomes recognized worldwide due to the adoption of best practices. It will not only be composed by contributors to the FIWARE platform but also those who contribute in building the FIWARE ecosystem and making it sustainable over time. As such, individuals and organizations committing relevant resources in FIWARE Lab activities or activities of the FIWARE Accelerator, FIWARE mundus or FIWARE iHubs programmes are also considered members of the FIWARE community. Complete information about the Governance model and other details of the community can be found on the FIWARE website.
 - The **FIWARE Foundation** will be a legal independent body providing shared resources to help to achieve the FIWARE Mission by Empowering, Promoting, Augmenting, Protecting, and Validating FIWARE technologies and the Community around them, including users, developers and the entire ecosystem. Main purposes of the FIWARE Foundation are to empower and coordinate the resources of the Community effectively, providing leadership in key areas that are required to fulfill FIWARE’s mission including Brand management, Event management, Legal affairs, Budget Management, FIWARE Lab strategy / sustainability or support of augmenting projects. At the time of submitting this deliverable, discussions are happening between the legal departments of the companies

Telefonica, Atos, Engineering and Orange, intended to finalize the process of setting-up the legal entity before summer 2016. A first event of the Foundation will be held in June in Vienna and is currently under preparation. One of the goals of this appointment will be attracting additional companies and investments to it, again a signal of the long-term plans associated to FIWARE.

As it can be seen from descriptions above, FI-ADOPT is just a piece of the overall puzzle, and as such, it has worked in collaboration with the other projects and initiatives for the fulfillment of the overall programme goals. It has equally benefited from services provided by other parts of the ecosystem, as it has been illustrated so far.

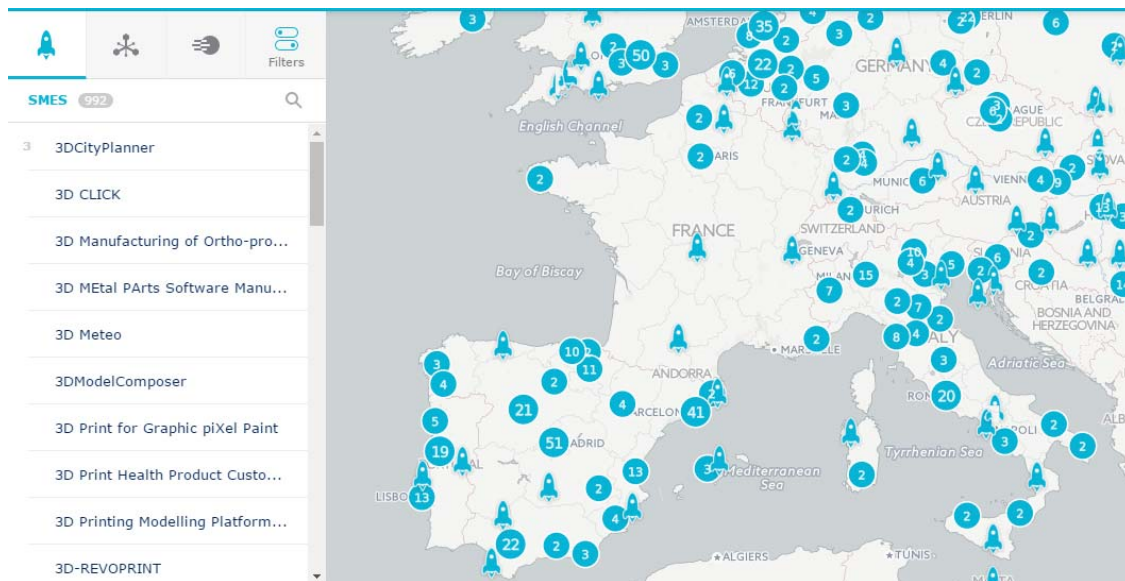


Figure 7: FIWARE Ecosystem map: SMEs supported by the FIWARE Acceleration programme, including those of FI-ADOPT

2.3.1.1 Participation of FI-ADOPT to the Management structure of the FI PPP

Some of the activities described so far could have not been realized without a proper management structure. FI-ADOPT has actively participated to the two major decision-making bodies in the third execution phase of the programme: the **A16 group** (composed by all the accelerators as well as representatives of the CSAs, FI-CORE and Press Office) and the **FI PPP Steering Board** (composed by representatives of all the projects funded by the programme, including Use Case projects).

The main objectives of these bodies have been:

- The creation of a FIWARE community aiming to support FIWARE technology
- Coordination and sharing of experience between A16 Accelerators
- Building successful business cases based on the A16 assessment.
- Selection and promotion of the most important (innovation & Sustainability potential) start-up SMEs based on FIWARE technology
- Organization of common networking and informational events and teaching of the SMEs
- Internal organization: election of FIWARE Steering Board President and Vice President
- Supporting the creation of the FIWARE foundation, ensuring FIWARE technology sustainability
- Position FIWARE as a step and learning toward open source technology for Europe
- Coordinate promotion of FIWARE technology worldwide

In more detail, a list of the meetings/teleconferences attended by FI-ADOPT partners is provided in the next table (this includes those meetings organized in synergy with programme-level events):

Event/meeting	Location	Date	FI-ADOPT Participants
A16 FIWARE Accelerators PhC	PhC	16/09/2014	R. Broechler (ISOFT) Th. Zahariadis (SYN)
European Conference on the Future Internet ECFI 2014	Munich	16-18/09/2014	R. Broechler (ISOFT) Th. Zahariadis (SYN) G. Zdragas (SYN) N. De Lama (ATOS) F. Alvarez (UPM)
A16 FIWARE Accelerators PhC	PhC	13/01/2015	Th. Zahariadis (SYN)
Liaison with FRACTALS Accelerator	Novi Sad	18-19/2/2015	Th. Zahariadis (SYN)
A16 FIWARE Accelerators PhC	PhC	16/07/2015	R. Broechler (ISOFT) Th. Zahariadis (SYN)
A16 FIWARE Accelerators PhC	PhC	10/08/2015	R. Broechler (ISOFT)
A16 FIWARE Accelerators PhC	PhC	07/09/2015	Th. Zahariadis (SYN)
FI-PPP Steering Board Meeting	Frankfurt	22/09/2015	F. Alvarez (UPM) Th. Zahariadis (SYN) N. De Lama (ATOS)
A16 FIWARE Accelerators PhC	PhC	16/10/2015	R. Broechler (ISOFT) Th. Zahariadis (SYN)
A16 Meeting/ 5 th Workshop of FIWARE Community	Lisbon	22-23/10/2015	Th. Zahariadis (SYN) N. De Lama (ATOS)
European Conference on the Future Internet	Hamburg	5-6/11/2015	R. Broechler (ISOFT) H.C. Leligou (SYN) N. De Lama (ATOS)
A16 FIWARE Accelerators PhC	PhC	18/11/2015	R. Broechler (ISOFT) Th. Zahariadis (SYN)
FI-PPP Steering Board PhC	PhC	14/12/2015	R. Broechler (ISOFT) Th. Zahariadis (SYN)
A16 FIWARE Accelerators PhC	PhC	19/01/2016	R. Broechler (ISOFT) Th. Zahariadis (SYN)
A16 Meeting/ 6 th Workshop of FIWARE Community	Milan	28-29/1/2016	Th. Zahariadis (SYN) N. De Lama (ATOS) F. Alvarez (UPM)
FI-PPP Steering Board Meeting	Milan	29/1/2016	Th. Zahariadis (SYN) N. De Lama (ATOS) F. Alvarez (UPM)
A16 FIWARE Accelerators PhC	PhC	10/03/2016	R. Broechler (ISOFT) Th. Zahariadis (SYN)
A16 FIWARE Accelerators PhC	PhC	18/04/2016	R. Broechler (ISOFT) Th. Zahariadis (SYN)
FI-PPP Steering Board PhC	PhC	4/05/2016	R. Broechler (ISOFT) N. De Lama (ATOS)

FI-ADOPT intends to be present in the next face-to-face meeting of the A16 group that will be possibly held together with a SB in June in Tallin.

2.4. Other activities

2.4.1. Webminars

In the framework of WP4, and as covered in detail in deliverable 4.3, webinars have been organized to discuss topics such as marketing strategies, internationalization or pitch training with expert coaches. In the beginning webinars were intended to accommodate around 10-15 SMEs; however, during the last webinar, the consortium decided to open the training to other FIWARE accelerators whose companies could benefit from the coaching. An invitation was circulated in the FIWARE community Basecamp, as well as LinkedIn communities. The last webinar took place on the 5th of February 2016 and was led by Cedric Latessa providing a 2-hour training. A total of 36 entrepreneurs from different accelerators attended it, with special attention given to FI-ADOPT companies that benefited from an individualized follow up before and after the webinar.

Individual calls with Europe Unlimited followed the webinar to answer specific questions and take a personalized look at the pitches from companies.

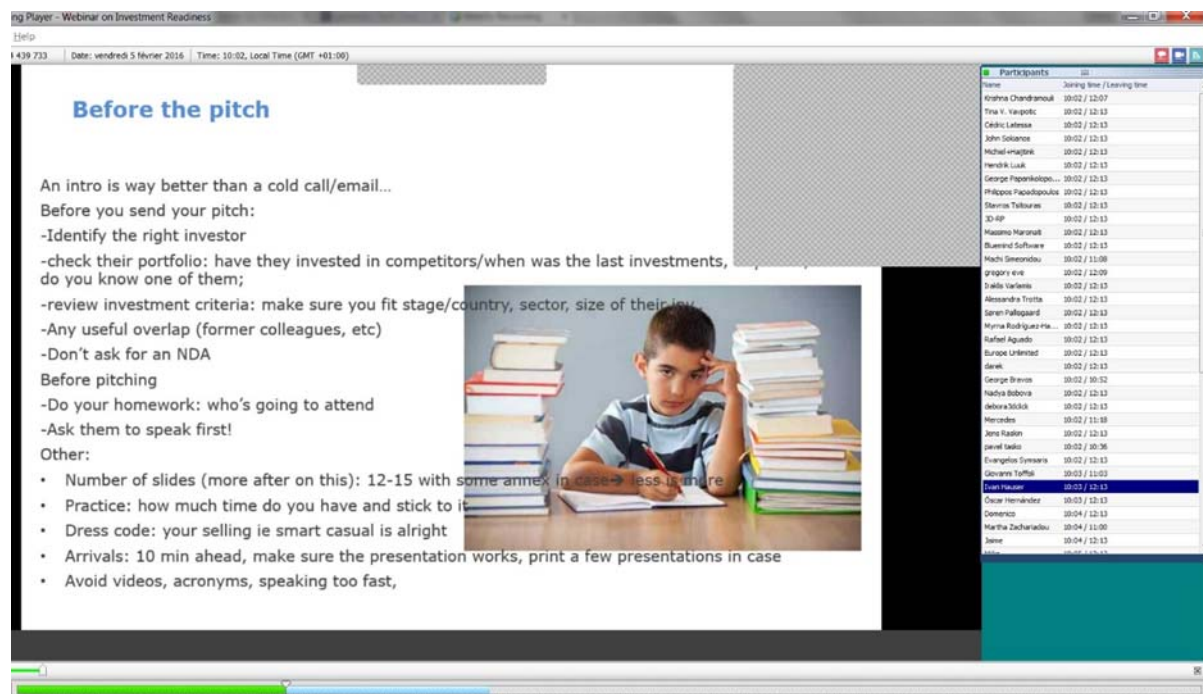


Figure 8: FI-ADOPT webinar open to other accelerators

2.4.2. Investor Readiness Programmes (IRP)

The Investment Readiness Programme (IRP) has as objective to prepare the selected projects to approach the different sources of financing in order to obtain the resources to grow. It coaches entrepreneurs in how to approach business angels, venture capital investors or investors on crowdfunding platforms. FI-ADOPT has worked at programme level on IRP to better prepare FI-ADOPT SMEs & WEs for their contact with investors and partners.

The focus and content of the Investment Readiness Programmes are described in D4.3, as well as a list of programmes delivered in Lisbon and Hamburg. Some references have been previously made when describing FI-ADOPT positioning in partnering events such as the ICT2015 held in Lisbon.

2.5. Future Opportunities

Investor ready SMEs & WEs have been given the opportunity to participate at existing relevant venture events organized by FI-ADOPT partners, coordinated by Europe Unlimited who organizes approximately 20 events each year as part of its core business. These opportunities will continue to be available for FI-ADOPT companies in the next months and after the project comes to an end, with the most immediate being the Benelux Venture Forum (BVF) summit on the 11th and 12th of May where academy and pitching sessions are foreseen.



Figure 9: Venue of the BVF Summit

In addition, a **final event of the FIWARE programme** is currently under preparation to give visibility to the complete portfolio of achievements. An organizing committee has already been set up for that purpose composed by representatives of projects like CONCORD, FI-CORE, i3H and the Press Office. The event will be held around October-November in Brussels and will target an audience of 400-450 people of the Brussels ecosystem. While startups, accelerators, BA, corporates and others are part of the target, it will especially focus on policy makers that could make an impact at regional, Member State or EU level. Many of the accelerators will be over by then, but FI-ADOPT, as well as the others, will be invited to bring its constituency and be part of the party that will celebrate that a new –business oriented- phase has started for FIWARE.

3. Liaison with Policy makers and other initiatives

The main goal of this activity has been to create a suitable policy framework for FIWARE to be adopted in different contexts. The technology as such has proven to be of high quality; the value proposition seems to convince many stakeholders; commercial providers are appearing with professional offerings. All this is contributing to the credibility of the brand and the sustainability of FIWARE. However, this does not mean that market penetration is a straightforward issue. On the contrary, it requires a sustainable effort and strategic actions that fall essentially under two categories:

- Reaching a critical mass of developers that contribute to the technology evolution. This is important to ensure that the FIWARE offering is up to date with respect to the needs and requirements of innovative applications. Staying competitive vis-à-vis other products, including open source components that are available on the market requires continuous work at technical level. Standardization is also part of this category. This is what the FIWARE Open Source Community will address.
- Reaching a critical mass of users: take-up and adoption at wide level is important to ensure interoperability. Many of the benefits brought by FIWARE are based precisely on the interoperability between solutions built upon FIWARE. As a solution that provides open and royalty-free specifications, it avoids vendor lock-in. This is of value to users uniquely if enough FIWARE providers are available. In the same way, when we tell startups that they will be able to port their solutions from one FIWARE provider to another one, or furthermore, when we tell them that they may develop an App once and be able to deploy it in different cities with minimum work (and cost) we are assuming that cities are OASC-compliant and are using protocols supported by FIWARE, such as CKAN or NGSI. Realizing a European Smart Cities market as part of the overall strategy of the Digital Single Market entails a wide adoption of FIWARE technologies. That is why working not only on the offering, but also on the demand side is so crucial to the success of FIWARE.

And...what is the role or interest of FI-ADOPT? The answer is simple. Wider adoption of FIWARE will contribute to the sustainability of the solution and consequently will lead to more innovative FIWARE offerings (and better prices). It will also contribute to economies of scale by expanding the market that startups will be able to address. All these elements are critical for companies to survive and then, to grow.

As a result, FI-ADOPT has provided input to the discussions and actions developed in the context of liaisons with policy makers with a view on:

- Getting political support for the FIWARE brand in different MS. The situation nowadays is not homogeneous in terms of such support, but the label “powered by FIWARE” should be recognized in all countries where FI-ADOPT startups will operate
- Increasing available funds to test and experiment with the FIWARE GE. The acceleration programme has shown very good results, but the number of startups that could benefit from FIWARE is huge with respect to the hundreds of those that have received financial support through the FIWARE Acceleration programme. Money is not the only incentive to test FIWARE, but it can help to generate awareness and attract additional players
- Increasing support to reach

3.1. Liaisons with Policy makers

FI-ADOPT has contributed specifically to discussions with the **Committee of the Regions** in order to understand the way specialization strategies could be capitalized for FIWARE adoption by regions. In addition to this, some FI-ADOPT project partners have been actively working with **Member States** and with **cities**. In the first case, the main goal has been and still is to include FIWARE in the national strategies, giving political support as well as financial mechanisms for potential adopters of the technology in different sectors. In the second case, and even though the main focus of FI-ADOPT is not smart cities, the goal has been the support to OASC¹ principles (by increasing the number of cities that adhere to OASC). The practical meaning of this is the creation of a market where European cities become OASC-compatible and allow developers to deploy their applications in different cities in a straightforward manner, creating economies of scale by extending their target market. This would be a first step towards a real implementation of the concept of the Digital Single market. The aforementioned activities, as pointed out, have been carried out in cooperation with other projects of the programme, notably FIWARE/FI-CORE and FI-LINKS.

3.1.1. FIWARE for Regions: opportunities through Smart Specialization Strategies

While the initial work by the FI-LINKS project has been very successful in “going global and international”, the adoption and support by regions is becoming a more difficult task. That is why some projects have joined forces to meet some of the stakeholders that could open a door to the right players in the regional landscape. Concrete actions can be summarized by several discussions with the Committee of the Regions that ended up in a formal meeting with the President of the CoR and his cabinet on the 4th of April in Brussels. The pillars of a strategic plan of FIWARE for regions were discussed and some opportunities to address the right audience were identified (in view of the fact that so far stakeholders may have not been the suitable ones). A follow-up of these opportunities will be done in a second meeting on the 26th May. Some insights on the meeting already held with the CoR as well as prospects identified there are provided here.

Participants: Markku Markkula (President of the CoR), Taina Tukiainen (CoR office), Nuria De Lama (ATOS), Jacques Magen (InterInnov), Pierre-Yves Danet (Orange)

Purpose of the meeting: FIWARE Mundus (FI-LINKS project) has the objective to promote FIWARE technology outside Europe and also in Europe together with Regions. European Regions have defined their Smart Specialisation Strategy and could use European Structural Funds to fund innovation projects that address the priority areas defined in this strategy. FI-LINKS has been in contact with more or less 20 Regions. Every time there was a huge interest, unfortunately concrete actions are still to happen in most cases. The objective of those first meetings was to find a way to reach the key regional organisations and individuals that could ensure the set-up of a sustainable regional innovation ecosystem, using FIWARE both as a trigger and as a technology. Although the FI-PPP is being completed in 2016, DG CNECT is still putting some additional money to fund a few more projects to follow up on the activities, including the use of the FIWARE technology in some vertical sectors defined as a priority by the FIWARE Foundation i.e. smart cities, agriculture, Industry 4.0. Those projects are planned to cover the 2017-2018 period.

¹ OASC stands for Open and Agile Smart Cities Alliance. Further information can be found in <http://oascities.org/>.

Discussion: The FIWARE Foundation has been announced at the last Mobile World Congress and an event is scheduled to take place on the 1st of June in Vienna in order to officially launch the Foundation. The FIWARE Foundation will have the objective to maintain the technology through an open source community and to develop the usage of the FIWARE technology and to support the development of the community.

Markku knows very well FIWARE and is convinced that such an innovation platform could help to develop innovation ecosystem together with European Regions, academia and also SMEs and to accelerate digitalization via open innovation. The CoR has initiated a long term communication plan on innovation (via innovation camps and innovation events in liaison with the EU Dutch and Slovakian Presidencies) in order to help Regions organize themselves in a win-win situation.

The first event is planned in Amsterdam 20/22 May and the next one will be held in Bratislava on 6/7 July, together with the 7th summit of Regions and Cities. OASC, and ENOLL as well as JRC are already part of these events, and the FIWARE ecosystem is very welcome to join and participate.

Main action point: define and prepare FIWARE messages for regions to be used in the coming events, notably in the one of July to be held in Bratislava. A follow-up meeting in May will be organized for the detailed preparations.

After this meeting we will analyze possibilities for FI-ADOPT startups to play a specific role there. In the most conservative place FIWARE messages will be communicated to the regional audience in an attempt to achieve higher penetration. The community around FI-ADOPT as a result will generally benefit from it.

3.1.2. FIWARE alignment with Member States Strategies

FI-ADOPT has actively supported actions driven by FIWARE to coordinate EU strategies and National Strategies. Many events have been organized in the last years to explain FIWARE opportunities to Ministries in different Member States. This has been done in synergy with other ongoing actions of the so called Future Internet Forum (FIF), composed by representatives of EU MS and chaired by the EC. Countries where achievements have been particularly relevant include Spain, Austria, Finland and Germany, where FIWARE has managed to find a place in the national strategies and appear explicitly as a reference in their associated funding programmes.

Two of these cases are summarized here as a matter of example.

3.1.2.1 FIWARE in Austria

The list of FIWARE activities developed in Vienna is long. It started with a FIWARE presentation in an Austrian Infoday in October 2014 and since then it has become a door to increasing opportunities, including:

- Live contacts with the Austrian Chancellery (Guenter Tschabuschnig) and the City of Vienna, (Brigitte Lutz), who are both members of the steering committee from the National Association on Data Processing www.adv.at, which has as members 300 companies and 400 experts from business, public administration and academy in Austria; working since more than 50 years in Austria connecting all people in the ICT sector in Austria.
- Meeting between the CIO of the City of Vienna and Atos about FIWARE, where an agreement was made about organizing a workshop for the City of Vienna (several people from Atos Austria and Atos Spain attended that workshop). This one took place on

November 11; details of the agenda can be found in <https://www.adv.at/Events/Event-Items/FIWARE>

- FIWARE Workshop for the Austrian Chancellery and some ministries – follow-up from the meeting on July 10th with Peter Tschuchnig from INiTS. The structure of the workshop was based on a technical session with IT people from Chancellery, ministries and City of Vienna in the morning and a management Session (high level) in the afternoon, motivated by the fact that the Austrian Chancellery wanted to have a test implementation of FIWARE on some of their servers so that they could make some tests.
- Special FIWARE award “sponsored” by the ministry of Innovation and Technology for the App-challenge “open4data.at”.
- Vienna joined OASC in February, 2016
- FIWARE supported by the Austrian programme: "IKT der Zukunft" (ICT of the Future), through its 3rd call with a budget of 8.75 million Euro. Further information can be found in https://www.ffg.at/sites/default/files/programm_iktderzukunft_va_20141020_final.pdf.

It is not by chance that the FIWARE Foundation will hold its first event (by invitation) on the 1st of June in Vienna, intended to attract, as it was previously mentioned in this document, additional investors and supporters. Once again, these are great achievements for startups supported by FI-ADOPT, who can see in realistic terms the potential of the choices they have made and have a good basis for future investment decisions.

3.1.2.2 *FIWARE in Germany*

The rollout of FIWARE started later and more slowly in Germany, probably as a result of the lack of big German players involved in the FIWARE platform development. However, this has changed in the last months thanks to the suitability of FIWARE to address specific scenarios associated to Industry 4.0, a very important technological movement born in Germany. Support from the chair of the current FI PPP Advisory Board, Dr. Wolfgang Walhster has helped, as well as the increasing expectations around FIWARE in neighbouring countries.

One of the major achievements has been the consideration of FIWARE in "Smart Service Welt"² (Smart Service World), a German programme with a 50 million Euro budget.

It is expected that FIWARE penetration will grow in the coming years thanks to the involvement of FIWARE in manufacturing domains (a path initiated by projects of the programme such as FITMAN and followed by some accelerators now). One of the partners that is pushing stronger for that is Atos. Its alliance with Siemens has allowed Atos to extend the exploitation strategies –initially more restricted to Smart Cities- to other environments and especially industrial ones. Specific actions on that are under definition in the context of the FIWARE Foundation.

It is worth noticing the relevance of Open Platforms in the Strategy recently communicated by the EC to the EP, Council and CoR. Therefore, FIWARE is expected to play an important role in the implementation of some of the priorities of the EC, as it was also pointed out by Commissionaire Günther H. Oettinger in the last edition of Net Futures “Europe's relative weakness in digital consumer markets, in web and internet services and notably in data platforms is becoming a major challenge to the whole economy. In addition, users feel that proprietary platforms do not satisfy their needs. They get locked-in to a specific provider and have very little influence on the evolution of the platform. On the other hand, large and complex software systems are developed through large collaborations that need a common licensing to function and be effective. Therefore, industry-

²<http://www.bmwi.de/DE/Themen/Digitale-Welt/Internet-der-Zukunft/smart-service-welt.html>;
<http://www.bmwi.de/DE/Mediathek/publikationen,did=664530.html>

friendly open source licenses become the norm, for example Open Air Interface, Drupal and FIWARE”.

3.1.3. FIWARE Strategy for a European Smart City Market

The acronym OASC has been mentioned several times along this document to refer to the Open and Agile Smart Cities Alliance. OASC is the mechanism or vehicle that we are currently using to bring the interests of cities to Open Service Platforms like FIWARE. So far, we have reviewed actions in regions and Member States, but those areas where there is the highest potential in the short term is precisely the cities. Cities have increasingly lower budgets, which mean that solutions that link them to vendors for many years are not valid anymore, as it was the case when no financial restrictions applied. OASC proposes very concrete implementation principles that could help them to address a wider market of applications and services and therefore a wider umbrella of potential providers (leading to lower costs). Applications could be ported from one city to another provided they are OASC-compliant, since these basic principles would enable a high degree of interoperability. Additional benefits come with faster and cheaper experimentation and service deployment as well as the assets to set up innovation ecosystems in their urban environments. Here is where the startup movements enter in place as a way of generating growth and jobs.

Global de facto standards for portability and interoperability are the only way to create a true global market for smart city services. Thus, OASC advocates cities to adopt four simple mechanisms as de facto standards. The first mechanism is a driven-by-implementation approach: This implies, among other things, that communities and developers can co-create their services.

The other three mechanisms are technical: an API, a set of data models, and an open data platform, described more precise in the OASC Background Document³.

Companies can benefit from the OASC initiative insofar as they offer services that comply with the mechanisms and help cities implement these mechanisms. There is no official certification yet, but companies can be listed on the initiative website and join the events.

Cities and companies are not obliged to use FIWARE as the only technical solution provided they follow the principles described above. However, FIWARE is placed in a unique position to become the reference solution in many of these cases relying, of course, on different vendors.

Implementation of OASC principles in a growing number of cities in the coming years should lead to a very interesting playground for startups supported by FI-ADOPT whose applications generate value if executed in urban contexts. The immediate opportunity for them is the capacity to address markets that otherwise would have been unreachable.

3.2. Liaisons with other relevant initiatives

FIWARE as a whole has followed an intense implementation plan to establish collaborations with other initiatives that could benefit the whole programme and consequently the FIWARE take-up. Value created through those collaborations varies from one case to another one. For example, FIWARE established an agreement with the recently launched European Open Data Portal as a way to promote the use of their resources (data sets) by the startups and SMEs that take part in the FIWARE Acceleration programme. Behind that promotion FIWARE intends to implement NGSI so that cities can feed with real-time data the portal and allow developers to implement services that depend on real data and not historical data sets. A completely different case is the one of the

³ <http://oascities.org/wp-content/uploads/2016/02/Open-and-Agile-Smart-Cities-Background-Documents-3rd-Wave.pdf>

collaboration between FI PPP and EIT Digital (former KIC ICT Labs). An agreement was signed at the beginning of the programme with relatively low impact in terms of execution, but in the last months the relationship has been intensified thanks to the active involvement of the network of iHubs (I3H project coordinated by EIT Digital). This has led to an increased awareness about FIWARE in many countries and regions that were not previously addressed by partners and can be reached now thanks to the local support of those iHubs.

The programme in general and FI-ADOPT in particular have followed-up relationships with different initiatives at local and European level, including other PPPs, ETPs or EIPs whose sectors and areas of work are intimately related to the topics supported by us. They have been used to reach wider constituencies, to promote Open Calls and to disseminate the achievements of the startups. This has proven to be very useful so that the bulk of FI-ADOPT resources could be devoted to develop the networks of BA and investors, considered as major priorities for the startups.

3.2.1. The path to the future

A list of potential initiatives has been identified for future actions by FIWARE (not necessarily by FI-ADOPT even though cooperation may happen in some concrete cases where this is relevant to FI-ADOPT startups; some of them already addressed by this document in previous sections). While some are of political nature; some others relate to standardization or impact creation at business level. The list is included here for the sake of illustrating future trends and relationships. As said several times, FI-ADOPT does not play alone, and therefore, the success of its companies will also depend on the paths defined by future initiatives...

- Digital Single Market is a European Commission strategy aimed at eliminating the barriers of the citizens towards the digital technologies. The strategy is based on three policy areas: access to digital goods and services; digital networks; and digital technologies boosting economic growth. All what FIWARE has done and will be doing is to facilitate these three aspects, so it is fully aligned with this strategy. Both the FIWARE platform and the FIWARE ecosystem are ways to grant citizens access to digital services; to provide a digital infrastructure for creating services; and to boost business for European economy growth.
- Open and Agile Smart Cities (OASC) is aiming at creating an open smart city market based on cities and communities' needs. OASC is promoting some principles about openness, interoperability, replicability and standardization that are not only shared by FIWARE but even emanating from FIWARE, as for example NGSI and CKAN standards.
- European Innovation Partnership on Smart Cities and Communities (EIP SCC) is a partnership among cities, industry and citizens to improve urban life through more sustainable integrated solutions. It combines energy efficiency, transport solutions and ICT. Interoperability and replicability of smart city solutions across European cities are key issues for this initiative, and FIWARE facilitates the implementation of these concepts and it is already proven in some cities.
- Alliance for Internet of Things Innovation (AIOTI) was promoted by EC for the dialogue and interaction among IoT players in Europe for creating an ecosystem that unleash the potentials of IoT. Besides sharing common view about IoT domain and principles, FIWARE is able to contribute many working groups of the AIOTI initiative, such as for defining future research challenges, or creating appropriate innovation ecosystems, or contributing to IoT standards. Many vertical domains for IoT (cities, farming, manufacturing, environment, etc) considered by AIOTI can benefit from FIWARE adoption to implement AIOTI mission.
- Digitising European Industry is the European strategy proposed by the commissioner Oettinger for the digital transformation of industry complementary to the Digital Single Market. Manufacturing sector is one of the pillars of Europe economy but the benefits of the digital infrastructures are not being maximized by this sector. Thus, the industry needs

to adapt to the digital era and scale up the national and regional practices. Then, a group of European industry players has contributed a report proposing four main actions to reach that objective. FIWARE may especially contribute to two of these actions by providing the digital platform which helps the digitalization of the industry; and by leveraging to existing ecosystem up to the industry arena.

- Big Data Value Association (BVDA) is a non-profit organization of European SMEs and large enterprises to boost research, development and innovation of Big Data value in Europe. For that, the initiative has collaborated with EC to provide the strategic research agenda for Big Data in next years. BDVA and FIWARE are sharing the objective to boost the Economy of Data in Europe by following the principles of openness, transparency and inclusiveness. FIWARE ecosystem and infrastructure can be an added value for ongoing BDVA instruments and activities.
- European Open Science Cloud (EOSC). As part of the Digital Single Market strategy the EC launched this initiative aiming at creating a trusted environment for hosting and processing research data to support EU science in its global leading role. The EOSC plan is expected by spring 2016 under the European Cloud Initiative. For this reason, it is still not clear how FIWARE could relate with this initiative but considering it is fostering open science and open innovation, there is a promising opportunity for FIWARE to contribute this initiative.
- ETSI is the European Telecommunications Standards Institute in charge of producing global standards for ICT. FIWARE is following many of these standards and also it is aiming at creating an Industry Specification Group (ISG) on Cross-cutting Context Information Management standards.

4. Conclusions

FI-ADOPT is not a project that runs in isolation. Instead, it is one of the accelerators of the FIWARE Acceleration programme, also known informally as “A16”. As such, it had to combine its own specific objectives (that include, for example, support to a range of startups that operate in specific domains such as Health or Education) with the overall goals of FIWARE. That is why collaboration is an essential part of the programme implementation.

This deliverable goes briefly through some of the most prominent areas where collaboration has helped to achieve better results, both within and outside the FI PPP programme. The chapter on links created with entities and initiatives outside the umbrella of the FI PPP focuses specifically on relationships with policy makers, including European, national, regional and local dimensions.

Within the working environment of the FI PPP FI-ADOPT has actively contributed to the governing bodies of the programme, notably the A16 meetings and the Steering Board, where all projects have representatives. Discussions in those bodies have been key to synchronize, remain coherent in terms of messages and establish the right operational plans to jointly develop specific activities. Among them it is worth mentioning the synergies established through events, some of them used for the purpose of opening new pitching opportunities for the startups (examples of this are EVS in Dusseldorf, the last edition of ECFI held in Hamburg or the 2015 edition of the ICT event in Lisbon). Some others had a more limited benefit, but still useful, such as promotion for the open Calls launched by FI-ADOPT (examples of this are the 2014 edition of ECFI held in Munich, the 2014 edition of Net Futures or Information Days organized by the EC counting with the participation of several accelerators). All of them have been essential to interact with the rest of the FIWARE ecosystem and better understand the opportunities and challenges behind FIWARE. The last part of the FI PPP collaboration chapter provides an overview of the different initiatives and elements of the FIWARE community and the responsibilities of each of them towards the others. These responsibilities govern the relationships between the projects, their inputs and outputs. Of special relevance are the network of iHubs, the FIWARE Mundus brand (executed by FI-LINKS) and the recently created FIWARE Open Source Community and FIWARE Foundation. Some ideas on prospects provide inspiration for the future.

The second major part of this deliverable addresses the relationships with policy makers. This work is not exclusive of FI-ADOPT. However, some FI-ADOPT partners have been especially active in contributing to it motivated by corporate strategies and the obvious benefits these activities will bring to the overall community, especially startups and SMEs using FIWARE.

As part of the strategy of bringing FIWARE to Regions, several meetings have been organized with the President of the CoR and his cabinet. Specific plans are under preparation to foster the presence of FIWARE in the upcoming 7th summit of Regions and Cities that will be held at the beginning of July in Bratislava.

However, it is at National and City level where FIWARE and its ecosystem have achieved more relevant outcomes. Discussions and ongoing relationships with Member States (supported by the periodic actions by the EC in the context of the FIF) have given as a result visibility for FIWARE in national R&D programmes in countries such as Spain, Finland, Austria or Germany. As it was pointed out, activity at City level has also reached important outcomes taking advantage of the momentum around the concept of Smart Cities. It is not by chance that Smart Cities have driven the exploitation strategy of FIWARE up to now. In this respect FIWARE has visited city representatives hand-in-hand with the Open and Agile Smart Cities Alliance (OASC). By the date of submitting this deliverable OASC counts on more than 100 cities (also from outside Europe) that have committed to implement

the concrete principles proposed by OASC to foster interoperability and portability between applications and services. This means a great opportunity for FIWARE take-up. All these achievements, as in the previous chapter, are accompanied by a list of prospects that intend to show that this is just the beginning of a new phase...and we are working to be successful in that one too.