

First

*Implementing cooperation on Future Internet and ICT
Components between Europe and Latin America*

Objective ICT-2009.9.1: International cooperation

Project 248753

Deliverable Title	D6.3.1 Report on FIRST conferences within Campus Party Colombia and Brazil. Period #1
Deliverable Lead:	Futura Networks do Brasil Consultoria
Related Work package:	WP6 - Dissemination, public awareness and events organization
Author(s):	Fernanda Arcardini
Dissemination level:	Internal
Status of the document	Draft
Version	0.1
Due submission date:	01-01-2011
Actual submission:	14-02-2011
Instrument:	Support Action
Start date of Project:	01/01/2010
Duration:	24 months
Project coordinator:	Rose Vision

Abstract	This document provides a summary of all activities performed during 2010, under Task 6.2 in WP6: Conferences within Campus Party Colombia and Brazil. The activities of the Period#1 were completed complying with the requirements of the project and achieved the goal of increasing visibility and public awareness of the project among stake holders and new entrants. WP6 will be completed in 2011 with two additional annual conferences in Campus Party Colombia and Brazil.
----------	---

Disclaimer

This document has been produced in the context of the FIRST Project, which has received funding from the European Community's Seventh Framework Programme ([FP7/2007-2013] [FP7/2007-2011]) under grant agreement n° 248753.

This document contains material, which is the copyright of certain FIRST consortium parties, and may not be reproduced or copied without permission.

In case of Public (PU):

All FIRST consortium parties have agreed to full publication of this document.

In case of Restricted to Programme (PP):

All FIRST consortium parties have agreed to make this document available on request to other framework programme participants.

In case of Restricted to Group (RE):

All FIRST consortium parties have agreed to full publication of this document. However this document is written for being used by <organisation / other project / company etc.> as <a contribution to standardisation / material for consideration in product development etc.>.

In case of Consortium confidential (CO):

The information contained in this document is the proprietary confidential information of the FIRST consortium and may not be disclosed except in accordance with the consortium agreement.

The commercial use of any information contained in this document may require a license from the proprietor of that information.

Neither the FIRST consortium as a whole, nor a certain party of the FIRST consortium, warrant that the information contained in this document is capable of use, or that use of the information is free from risk, and accept no liability for loss or damage suffered by any person using this information.

The user thereof uses the information at its sole risk and liability. For the avoidance of all doubts, the European Commission has no liability in respect of this document, which is merely representing the authors view.

This document has been produced in the context of the FIRST Project, which has received funding from the European Community's Seventh Framework Programme ([FP7/2007-2013] [FP7/2007-2011]) under grant agreement n° 248753.

All information in this document is provided 'as is' and no guarantee or warranty is given that the information is fit for any particular purpose. The user thereof uses the information at its sole risk and liability. For the avoidance of all doubts, the European Commission has no liability in respect of this document, which is merely representing the authors view.

Contents

1	GENERAL INTRODUCTION	4
1.1	Structure of the document.....	4
2	The objectives of WP6.....	5
3	General description of Campus Party.....	6
3.1	Campus Party Brazil 2010.....	7
3.2	Campus Party Colombia 2010	8
4	FIRST Conference in Campus Party Brazil 2010.....	9
4.1	FIRST session in Campus Party Forum.....	10
4.2	Contents of FIRST session.....	12
5	FIRST Conference in Campus Party Colombia 2010	17
5.1	Dissemination.....	18
5.2	Invitations and attendees.....	21
5.3	Content.....	22
6	FIRST Conference in Campus Party Europe.....	27
7	Conclusions.....	31
8	ANNEXES.....	33
8.1	<i>Annex 1.1- Press Release, FIRST conference in Campus Party Brazil 2010.....</i>	<i>33</i>
8.2	<i>Annex 1.2- Invitation for FIRST conference in Campus Party Brazil 2010.....</i>	<i>34</i>
8.3	<i>Annex 2.1- Press Releases, FIRST conference in Campus Party Colombia 2010.....</i>	<i>35</i>
8.4	<i>Annex 2.2- Invitation for FIRST conference in Campus Party Colombia 2010.....</i>	<i>37</i>
8.5	<i>Annex 2.3- Agenda for FIRST conference in Campus Party Colombia 2010</i>	<i>38</i>

1 GENERAL INTRODUCTION

This document was prepared in the framework of the FIRST Project, a support action funded by the European Commission (Directorate General Information Society and Media) under its 7th Framework Programme for Research and Technological Development (FP7).

Its objective is to provide a comprehensive summary of the activities performed to comply with Task 6.2 (WP6), of the project: FIRST conferences held in Campus Party Brazil and Colombia in 2010. The main goal of this task is to disseminate project activities and raise awareness among Information and Communication Technologies (ICT) community in Latin America and new entrants.

This task was carried out by Futura Networks do Brasil Consultoria, with the collaboration of local partners in Colombia (CINTEL) and Brazil (USP).

Two conferences were held during 2010: the first one on January 28th in Sao Paulo, Brazil, and the second on July 1st in Bogota, Colombia. They had different characteristics, reflecting the different stage of the project by the time each one took place.

FIRST conference in Campus Party Brazil, during M1, was the first time the project was ever presented to the public. Therefore, the activity was envisaged to target general dissemination of basic concepts such as FP7, Technology Platforms and the goals of the project.

Six months later, in Colombia, CINTEL had already completed the national analysis under WP2, identifying the areas with the greatest potential for the development of Future Internet in the country. Thus, a more specialized conference was designed to present these results to the stakeholders and new entrants attending Campus Party.

1.1 Structure of the document

This report presents an overview of the two FIRST conferences hosted by Campus Party in Brazil (January 28th) and Colombia (July 1st). In addition to these mandatory events, another FIRST session was organized within Campus Party Europe (Madrid, April 16th, 2010).

This document begins with a brief description of Campus Party, followed by the detailed reports on the conferences hosted in each country, including an overview of each event (date and place, structure, preparation activities and contents) and dissemination.

Finally, the report provides a conclusion and documental annexes.

2 The objectives of WP6

FIRST conferences in Campus Party are included in WP6 of the project. This work package has been conceived to provide dissemination support to project results and LATPs activities. The specific objectives of WP6 are:

- F*- To maximize the involvement in project activities of relevant stakeholders from the Future Internet community in order to enhance cooperation between Latin American and European research communities. This will allow:
 - Maximum visibility of project activities and results.
 - Better participation and levels of involvement of European and LatAm researchers in project activities.
- F*- Increase awareness on R&D opportunities among new entrants.
- F*- Disseminate project results and recommendations.

Among the events organized by the project in order to disseminate its activities, one specific task is dedicated to the organization of two annual Conferences per year **within Campus Party events in Brazil (2010 and 2011) and Colombia (2010 and 2011)** focused on cooperation between Europe and Latin America in the fields of Future Internet.

FIRST events in Campus Party target dissemination of project activities and awareness among ICT community in Latin America and new entrants. Moreover, they intend to bring this information to the attention of another relevant group of stakeholders: the innovators, entrepreneurs and researchers of the Internet Communities that gather a Campus Party.

3 General description of Campus Party



Figure 1: General view of Campus Party Brazil 2010

Campus Party is recognized as the biggest Internet event in the world, focused on innovation, technology and digital culture with annual editions in Spain, Brazil, Colombia and Mexico. Each year, it brings together **more than 6.000 intensive users** and early adopters of technology, young talented innovators as well as representative actors from the **Academia**, the **ICT industry** and **government authorities**, who gather to show their projects and launch cooperative ones, to network and attend conferences of key note speakers showing the upcoming trends in digital innovation.

The event is organized by Futura Networks on a yearly basis since its first edition in Spain in 1997 and in Latin America in 2008. In addition to the regular editions, two special ones were held. The first was **Campus Party Iberoamerica** special edition, which made part of the official agenda of **Ibero American Summit** at San Salvador (El Salvador) in October 2008, where 500 participants from every country of the region gather to share their projects. The second special event was **Campus Party Europe**, which took place in Madrid (Spain) in April 2010, as part of the official agenda of the **Spanish Presidency of the European Union** and counted with the participation of 800 young innovators, researchers and developers from the 27 countries of the EU.

As stated before, Campus Party participants include thousand of engineers, developers, researchers and entrepreneurs working on almost every field related to Future Internet. Not only do they meet up once a year in order to attend the event, but rather they remain an active community engaged in activities such as challenges in open innovation during the whole year.

The number of participants included in this community is constantly growing, reaching more than **80.000 members** by the end of 2010, from which 60.000 are from Latin America.

3.1 Campus Party Brazil 2010

In its third edition in Brazil (January 25th to 31st, 2010) Campus Party achieved a unique result: bringing together key academic speakers, industry representatives, government first level officials and two out of three presidential candidates for Brazil. An incredible exhibition of digital innovation has proved that the concept of Open Innovation has its best opportunity for development thanks to the millions of Internet users who, from their homes, companies or universities explore the new paths in the most diverse fields of science and technology. ([videos in You Tube](#)¹)

The Expo Area, opened to the general public, received **more than 100.000 visitors** who enjoyed the latest technology gadgets as well as “a glance of the future” in the interactive installations of Future Campus, an exposition of new developments in robotics, virtual reality or digital interfaces ([Expo at Campus Party](#)²). At the other extreme, 5.000 people had their first contact with the Internet, learning to benefit from the web in the Digital Inclusion workshops.

Almost 4.000 of the participants actually lived at the venue, Centro de Exposiçoes Imigrantes, whose facilities were specially conditioned (with camping and catering areas) to accommodate those who wished not to miss any activity.

The participants came from every state of Brazil and 20 other countries, among them Colombia, Mexico, Spain, Sweden, Peru, Guatemala, France, Chile and Argentina. They were able to attend 533 activities including conferences, workshops, debates and competitions focused on four thematic areas: Innovation, Science, Creativity and Digital Entertainment.

Campus Party concentrated key speakers from the Internet world such as Lawrence Lessig (founder of Creative Commons), Scott Goodstein, social networks campaign coordinator for Barack Obama, and Kevin Mitnick –former hacker now security expert- and relevant names from the corporative world such executives at Telefónica, Vivo, Intel, Nokia and Microsoft, among others.

At the same time, government partners from Brazil included Ministry of Science and Technology, National Council for Science and Technology Development (CNPQ), Government of Sao Paulo State and local Government of the city.

All conferences were transmitted live on line via streaming on Campus TV, with 12 channels which received 276.418 visits. (For further information please visit <http://tv.campus-party.org>).

¹ http://www.youtube.com/campusparty#p/c/38F017FC4CC62085/0/_luWpF25zv0

² <http://www.youtube.com/campusparty#p/c/26C8ECC67C582553/3/Hays6n4hVLw>

3.2 Campus Party Colombia 2010

Held at the premises of Corferias, in Bogotá, Campus Party Colombia 2010 was the third and most successful edition of the event in the country. It gathered 4.110 participants and the support of the most relevant actors of the ICT world in Colombia, both from the government and the private sector. Among them we can highlight the participation of the Ministry of ICT, Colciencias, Ministry of Education, the government of the city of Bogota (through its Secretary for Economic Development), Intel, Telefónica, HP, Himedia Digital, VirtualCol, e-NNOVVA and MSI, among others.

The participants came from every state of Colombia, in order to attend 700 hours of activities including conferences by key note speakers –such as Apple co founder Steve Wozniak and Wolfgang Spraul -, workshops, debates and competitions focused on four thematic areas: Innovation, Science, Creativity and Digital Entertainment. The Expo Area received 85.000 visitors during the whole week.

On the other hand 8.000 people who are in risk of “digital gap” had their first contact with the ICTs, in the area of Digital Inclusion.

As in every edition of Campus Party, all the conferences were web casted live via Campus Party TV, and the most relevant ones are available at [YouTube](#)³.

³ <http://www.youtube.com/campusparty#p/c/3D7A47B31C552EAF>

4 FIRST Conference in Campus Party Brazil 2010



Figure 2: General image of FIRST session in Campus Party Brazil 2010

The objective of this event, held on January 28th, only a few weeks after the start of the project, was bringing to Brazil ICT industrial and academic sectors a general presentation of the FIRST project, its objectives and the benefits that Technology Platforms might bring to Latin American researchers, as an efficient way for strengthening the cooperation with European researchers through FP7 and other research cooperative programmes.

The FIRST session was held as part of Campus Forum agenda, a Conference where major trends of Internet development in Brazil were discussed. Among the speakers who participated in the session organized by *FIRST* we can highlight:

1- Local Government:

- F-* João Octaviano Machado Neto (Diretor-Presidente da PRODAM - Empresa de Tecnologia da Informação e Comunicação do Município de São Paulo).
- F-* Marcos Munhoz (Presidente da Assembléia Legislativa de São Paulo).
- F-* Demi Getschko (Diretor Presidente do Núcleo de Informação e Coordenação do Ponto BR - Comitê Gestor da Internet Brasil).

F- Aldo Garda (Coordenador da Unidade de Tecnologia da Informação e Comunicação).

2- European Commission:

F- Paulo Lopes, Directorate General for Information Society, European Commission Delegation, Brazil.

3- Industry:

F- Antônio Carlos Valente (Presidente do grupo Telefónica).

F- Ivo Correa (Diretor de Políticas Públicas e Relações Governamentais do Google Brasil).

F- Orlando César (Consultor da Vice-Presidência de Tecnologia da Informação da CAIXA).

F- Davi Ruiz (Telefônica I+D).

4- First Project:

F- Prof. Moacyr Martucci on behalf of University of Sao Paulo .

F- Silvia Bidart, general director of ALETI.

4.1 FIRST session in Campus Party Forum

The FIRST session was included as part of the programme of Campus Forum on January 28th, the third day of conferences in Campus Forum. The session agenda and links to the videos recorded during the sessions are available here bellow.

It is worth noting that, for this earlier presentation of the project, FIRST website was not available yet (launching was set for M2, following the project calendar). Therefore, alternative channels were used for the **dissemination** of the event: Campus Party Brazil official website (www.campus-party.com.br) and a press release sent to a wide database of specialized media representatives (Annex 1.1) attending Campus Party.

160 invitations (Annex 1.2) were sent to representatives from the Academia, Industry and Government.

All conferences were transmitted live through Campus TV Channel and the complete content is currently available in Campus Party Channel in [You Tube](#)⁴.

For a brief **video report of the First event** and interviews to the speakers please follow this [link](#)⁵.

⁴ <http://www.youtube.com/campusparty#p/c/BDB2097775547348/12/cvXAIZLOkOI>

⁵ <http://www.youtube.com/campusparty#p/c/26C8ECC67C582553/2/nQnLWfDd3Q4>

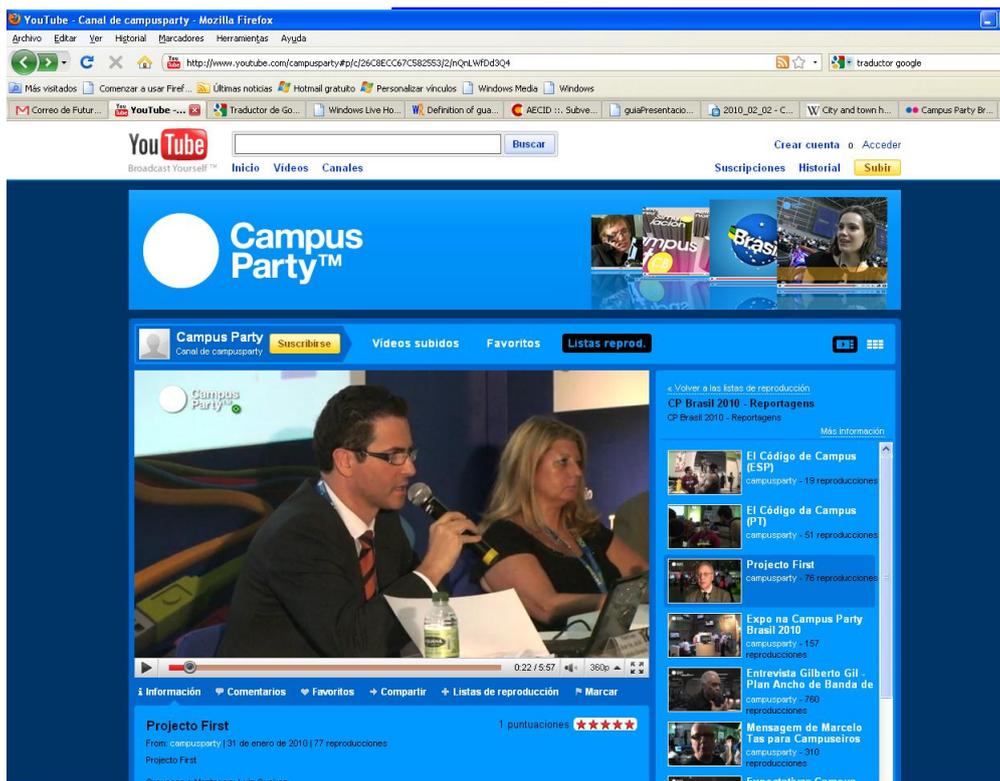


Figure 3: FIRST session in Campus Party Brazil 2010 broadcasted through Campus TV (In the image: Mr. Paulo Lopes from European Commission and Ms. Silvia Bidart from ALETI)

Once the project website was launched, all these dissemination materials, as well as a post-event press release and report were made available at: <http://www.latin-american-technology-platforms.eu/campus-party-brazil-3-417.html>

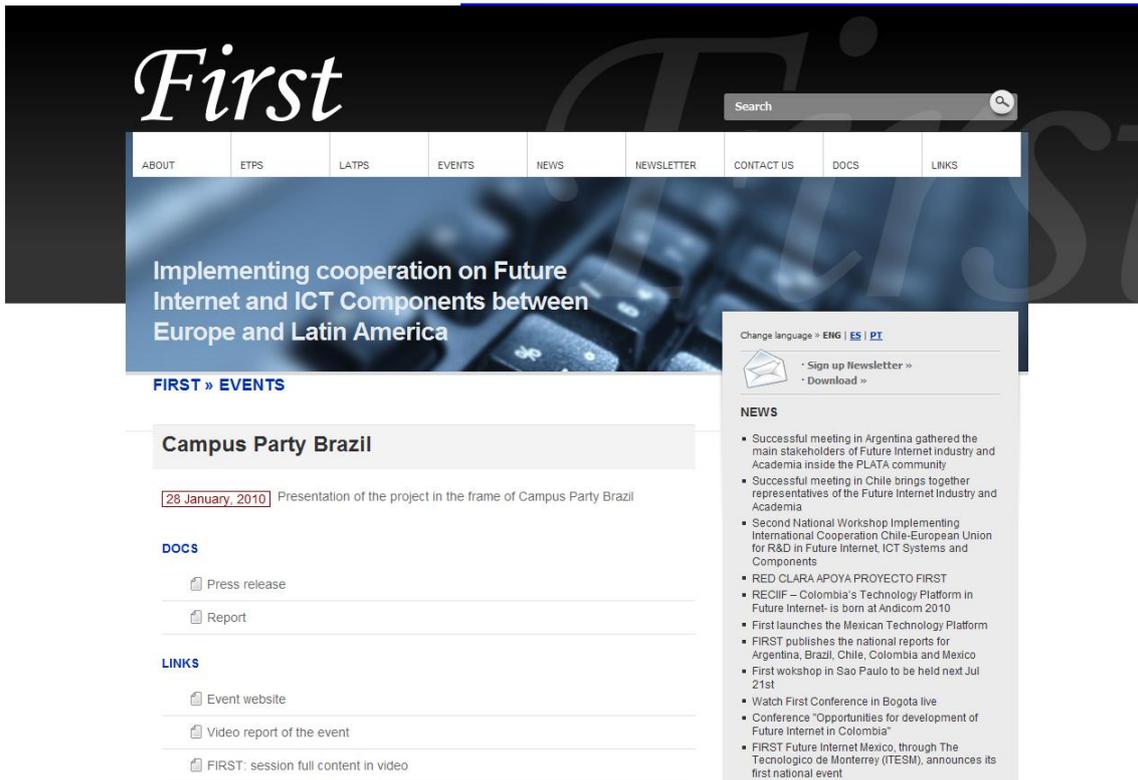


Figure 4: FIRST web site with highlights of Campus Party Brazil 2010)

4.2 Contents of FIRST session

This chapter is a synthesis of the presentations, which are available in their full version in YouTube for an easier access to all the content generated by the project.

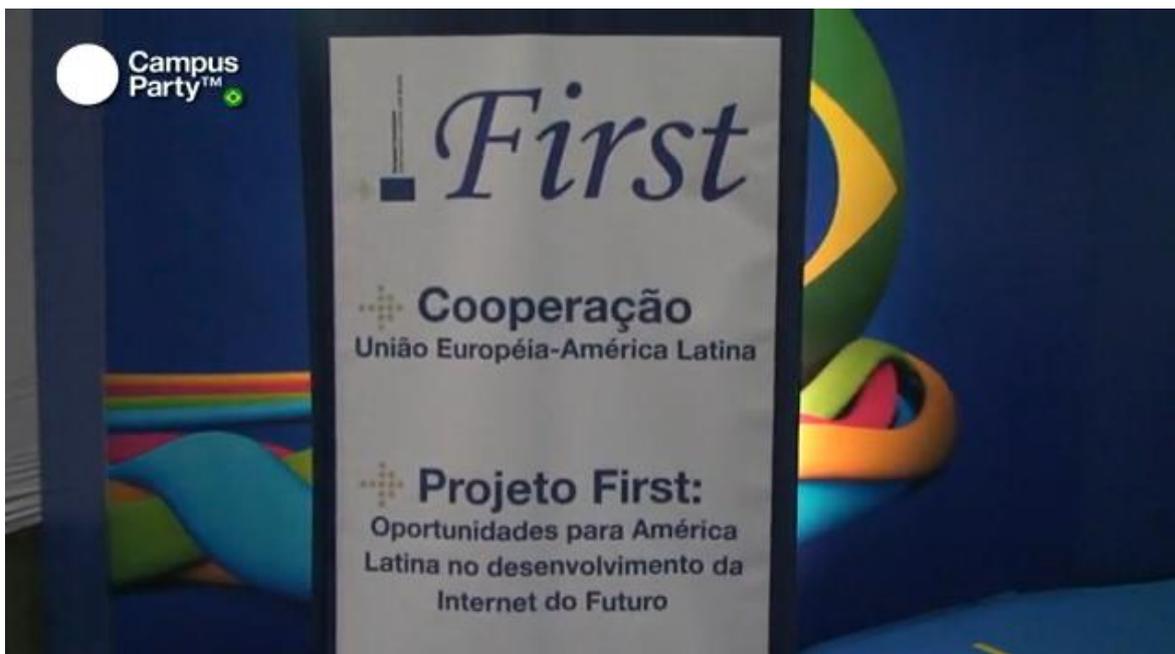


Figure 5: FIRST banner used during the project session in Campus Party Brazil 2010

Session agenda:

- F-* **Internet do Futuro: onde estamos, para onde vamos.** *Moacyr Martucci, Universidade de São Paulo, líder do projeto First no Brasil.*

- F-* **Projeto FIRST: cooperação internacional para o desenvolvimento de plataformas tecnológicas na América Latina.** *Silvia Bidart, Diretora geral de ALETI (Federação de Associações de Entidades de Tecnologia da Informação da América Latina, Caribe e Espanha).* [Youtube](#)⁶

- F-* **Programas de cooperação da Comissão Europeia em ICT: Oportunidades para empresas e pesquisadores no Brasil.** *Paulo Lopes, Diretor do Setor Sociedade da Informação da Delegação da Comissão Europeia no Brasil.* [Youtube](#)⁷

⁶ <http://www.youtube.com/watch?v=nQnLWfDd3Q4>

⁷ <http://www.youtube.com/watch?v=cvXAIZLOkOI>

Future Internet. Prof. Moacyr Martucci, head of Computing Department, University of Sao Paulo.



Figure 6: *FIRST session in Campus Party Brazil 2010. (In the image from left to right: Mr. Paulo Lopes from European Commission; Ms. Silvia Bidart from ALETI and Mr. Moacyr Martucci from USP)*

In his presentation, Professor Moacyr Martucci introduced the concept of Future Internet focusing on Internet of Services and Internet of Things, where Brazilian researchers have high potential. He emphasized the challenges that the foreseen evolution of Internet imposes to technology developers, private companies, governments and individuals, who will have to develop technologies and services to satisfy the needs of a new market based on services on demand and interconnection of things through tracing devices. Mr. Martucci highlighted the strategic importance that R&D cooperation with Europe has for Brazil, and the need to do it in a coordinated and efficient way, where the creation of Latin American Technology Platforms will play an essential role.

Projeto First: Cooperação internacional para o desenvolvimento de plataformas tecnológicas na América Latina. *Silvia Bidart, general director of ALETI*

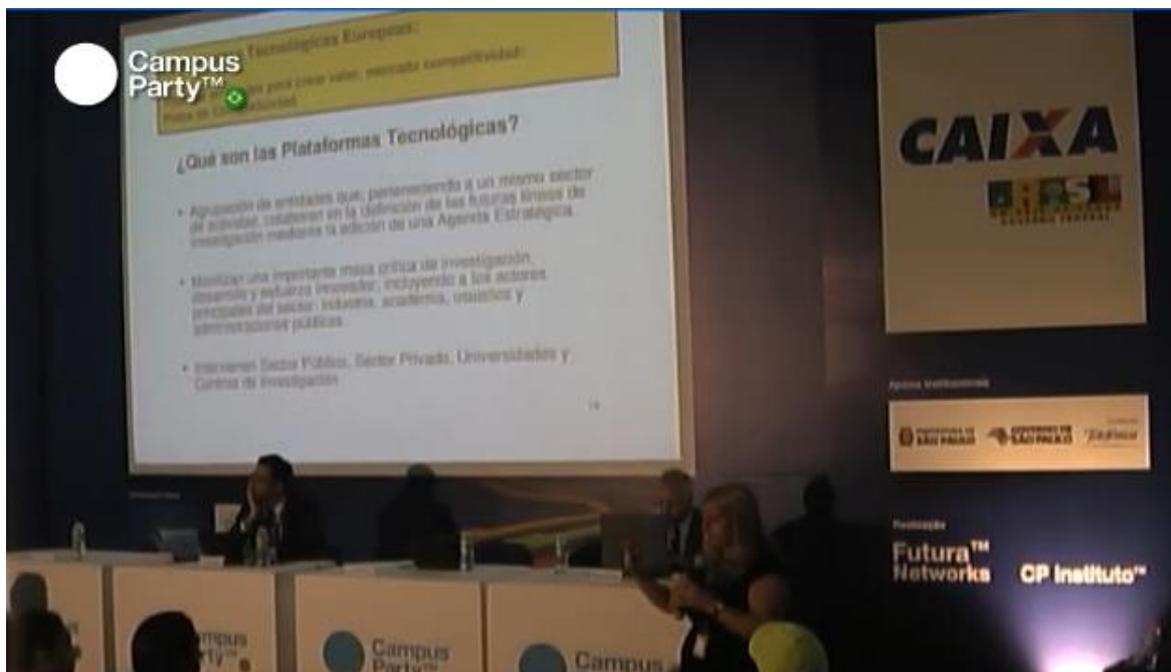


Figure 7: FIRST session in Campus Party Brazil 2010. (Ms. Silvia Bidart from ALETI)

Mrs. Bidart's presentation focused on project FIRST, its objectives, strategies and opportunities for Brazil. She stated that the goal of the project is to extend the constituency of European Technology Platforms (ETPs) to Latin American strategic stakeholders from the different sectors included in the Future Internet field, setting up a cooperation structure between Europe and Latin America based on the cooperation of ETPs and LATPs (Latin American Technology Platforms that the project will create).

She also introduced to the audience the concept of Technology Platforms as they were successfully implemented in Europe, and are now proposed for their adaptation to Latin America. Technology Platforms are groups of entities belonging to the same sector, which contribute to the definition of research priorities through the elaboration of Strategic Research Agendas (SRAs). These groups gather the most relevant actors of their fields, including industry, research institutes, academia, development and innovation entities, users and government.

After some years of existence, in Europe Technology Platforms are now the most successful and efficient instrument to drive research and development. It has been such a successful structure that even national mirrors have emerged in different Member States in Europe. For instance, in Spain these Technology Platforms have given place to 390 proposals benefiting more than 740 entities and with a total investment of 722 million euro in less than 5 years of existence.

Following this successful experience in Europe, **FIRST Project will coordinate and support the creation of Latin American Technology Platforms in 5 countries**, i.e. Argentina, Brazil, Chile, Colombia and Mexico.

To conclude, Mrs. Bidart invited all Brazilian stakeholders to engage in the FIRST project.

**Programas de Cooperação da Comissão Europeia em TIC:
Oportunidades para Empresas e Pesquisadores no Brasil. Paulo Lopes Directorate General for
Information Society, European Commission Delegation, Brazil**



Figure 8: FIRST session in Campus Party Brazil 2010. (Mr. Paulo Lopes from European Commission)

Mr. Paulo Lopes made a general presentation of FP7, showing the four programmes that are included within the FP7 structure (Cooperation, Capacities, Ideas and People) and specifically highlighting the instruments for cooperation UE-Brazil in research and development within the ICT sector.

Mr. Lopes emphasized that FP7 is open to projects coming from Latin American countries in the same conditions faced by European proponents. As a matter of fact, the number of Latin American participants has been in the two and a half years of the FP7 equal to those in five years of FP6, which shows the growing potential that the Region has, as well as the major importance that both Europeans and Latin Americans are paying to EU-LatAm cooperation.

5 FIRST Conference in Campus Party Colombia 2010

The FIRST Conference in Campus Party Colombia 2010 was held on **July 1st**, at the premises of **Corferias, Bogotá**. Due to the advances already made by the project by that date, this conference was rather different from the earlier one in Brazil: local partner CINTEL had hosted the first national workshop in June, succeeding in getting relevant stakeholders interested in the project and, moreover, they had just finished their preliminary analysis for WP2 (Strategic analysis of potential areas for cooperation, and identification of key stakeholders).

Amid this combination of facts, a great opportunity presented itself to disseminate the results achieved by the Project FIRST and its further steps, not only to the stakeholders already involved, but also to a wider audience of Internet Communities, entrepreneurs, researchers and media who attended Campus Party.

Accordingly, the **objectives** of this conference were defined by Futura and Cintel as follows:

- F*- Briefly introduce European Commission's (EC) Research Funding Programme (Seventh Framework Programme - FP7) in the ICT field.
- F*- Disseminate the objectives and work of the Project FIRST to a wider audience.
- F*- Increase the involvement of relevant stakeholders in Project FIRST in Colombia.
- F*- Disseminate the results of the work performed by CINTEL as to the analysis of potential areas for cooperation in Future Internet in Colombia.
- F*- Present the state of affairs of these identified areas in Colombia and their potentialities.

All the works concerning the preparation and implementation activities of the Conference were performed by Futura in close collaboration with CINTEL, and with the participation of Colciencias (government body ruling policy in Science and Research) in the discussion of the agenda of the event. The latter was key to maintain and strengthen the support of the Administration to the project, a factor regarded as critical to the success of Colombian Technology Platform.

5.1 Dissemination

The channels used for the dissemination of the conference were:

- F- FIRST website: two press releases were published (Annex 2.1)
- F- Campus Party Colombia official website (www.campus-party.com.co) and blog
- F- CINETEL official website (www.cintel.org.co)
- F- CINETEL on-line newsletter (Noticintel), Campus Party Colombia newsletter for journalists and Colciencias web site (www.colciencias.gov.co).
- F- The conference was available live via streaming through Campus Party TV Channel and the video with the full content is now available in YouTube through FIRST website⁸.

The screenshot shows the Campus Party website interface. At the top, there are logos for sponsors: Telefonica, Movistar, SENA (Servicio Nacional de Aprendizaje), and the Alcalde Mayor de Bogotá D.C. The main navigation menu on the left lists various categories such as 'Inicio', 'Contenidos Estelares', 'Ciencia', 'Creatividad', 'Innovación', 'Games', 'Campus Forum', 'Acciones Especiales', 'Campus Experience', and 'Info Útil'. The central content area features a forum post titled 'Penetración y Crecimiento de Internet en Colombia' with a URL 'http://www'. Below it, another forum post is titled 'Oportunidades para el desarrollo de Internet del Futuro en Colombia'. The page also includes logos for sponsors like Telefonica, Movistar, and the Colombian government, as well as a registration form for 'Campuseros' with a phone number '80231' and a 'Plazas Vendidas' badge showing '4110'.

Figure 9: FIRST conference at Campus Party website

⁸ <http://www.youtube.com/watch?v=cRTof3ZL8gw>



Figure 10: FIRST conference at CINETEL website



Figure 11: FIRST conference at NotiCintel

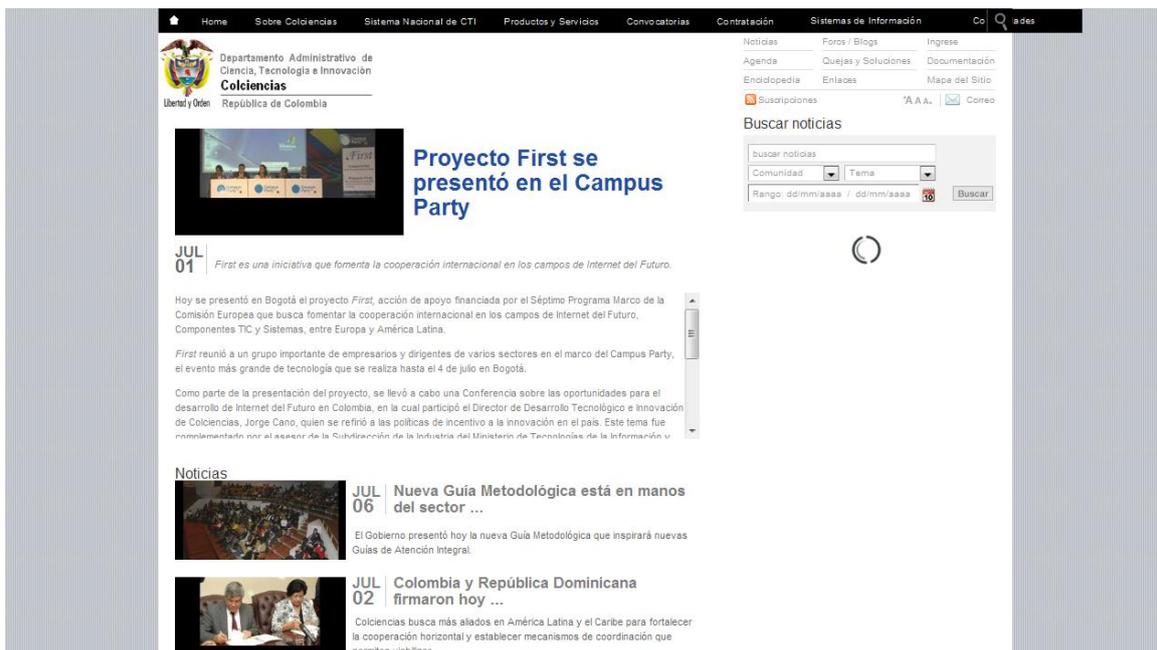


Figure 12: FIRST conference at Colciencias website

5.2 Invitations and attendees

A wide list of invitations to external guests was extended as a result of the coordinated work between Futura and CINTEL. A copy of the invitation can be found in Annex 2.2. The list of invitees included:

- F*- Academia representatives: 102 invitations sent
- F*- Government representatives: 40 invitations sent
- F*- Industry representatives: 73 invitations sent
- F*- SME representatives: 51 invitations sent
- F*- Other (including organizations and tech centres): 25 invitations sent

Of which 69 confirmed their presence, the demographics being as follows:

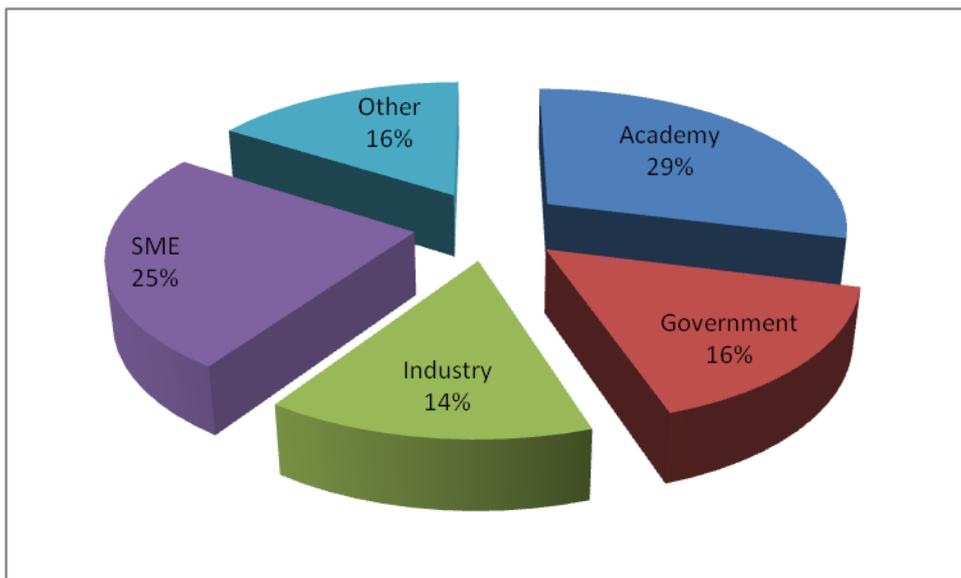


Figure 13: FIRST conference at Campus Party Colombia. Demographics.

In addition to those external attendees, FIRST Conference was open to the participants of Campus Party. Campus Party does not require registration to specific conferences but rather to the event as a whole, thus no record of Campus Party participants attending FIRST conference is provided in this report.

Live webcast of FIRST conference was also available through Campus Party TV Channel, and was followed by an estimation of 500 viewers on line and by 280 viewers later in in You Tube.

5.3 Content

FIRST conference in Campus Party Colombia 2010 included the following content (the agenda is available in Annex 2.3):



Figure 14: Polkan Garcia, Innovation Director, Futura Networks

Opening remarks. *Ing. Polkan García*, Director of Campus Party Colombia and Innovation Director of Futura Networks.

Public policy for innovation in Colombia. *Dr. Jorge Alonso Cano*. Technology and Innovation Director, Colciencias.

Public Policy for the promotion of ICT technology among SME`s in Colombia *Dr. Eduardo Botero*. Advisor to the ICT Ministry.

Opportunities for the development of Future Internet in Colombia. *Dra. Ana María Trimmiño*. Project Manager, CINTEL.

Networked Electronic Media in Colombia. *Phd. José Tiberio Hernández Peñalosa*. Universidad de Los Andes.

E-Mobility in Colombia. *Ing. Jaime Peña*. Master Product Sales Manager, Ericsson Colombia.



Figure 15: Mr. Jorge Alonso Cano, COLCIENCIAS

Mr. Cano and Mr. Botero presented the public policy and strategy for innovation -and specifically those concerning ICT- of Colombian government. They made their presentations as representatives from the two bodies involved in the policy making on this field according to Colombian institutional structure. COLCIENCIAS Administrative Department of Science, Technology and Innovation, is responsible for defining policies, strategies, plans and programs related to science, technology and innovation to create the necessary conditions for scientific and technological development. The ICT Ministry, on the other hand, is responsible for the extension of ICT use and best practices for all society, companies and Academia. Accordingly, Mr. Botero focused on the Ministry's strategy for increasing the use of ICT among the SMEs to foster their productivity.



Figure 16: Mrs. Ana María Trimmiño, CINTEL

Mrs. Trimmiño was in charge of the central session in FIRST Conference: the presentation of the result of the analysis performed by CINTEL, which identified the sectors with the greatest potential for the creation of Technology Platforms in Colombia.

She began by providing a brief overview of the Seventh Framework Programme (FP7) before addressing the topics directly related to FIRST project, specifically Future Internet, and Technology Platforms. Afterwards, she gave a detailed explanation of the work performed by CINTEL within WP2 of FIRST project, including the indicators selected for measuring the potentialities of each sector, the methodology used to collect and process data and the results obtained.

Under WP2, CINTEL explored the areas of interest, within the scientific and research communities towards the setting up of Technology Platforms in domains that are relevant to research underpinning the so called “Future Internet”. This activity delivered clear indications both on the interest and on the priorities of Colombia in working together with European counterparts in three thematic fields: Networked Electronic Media (NEM), Mobile Communications (Neto!Works) and Software and Services (NESSI).

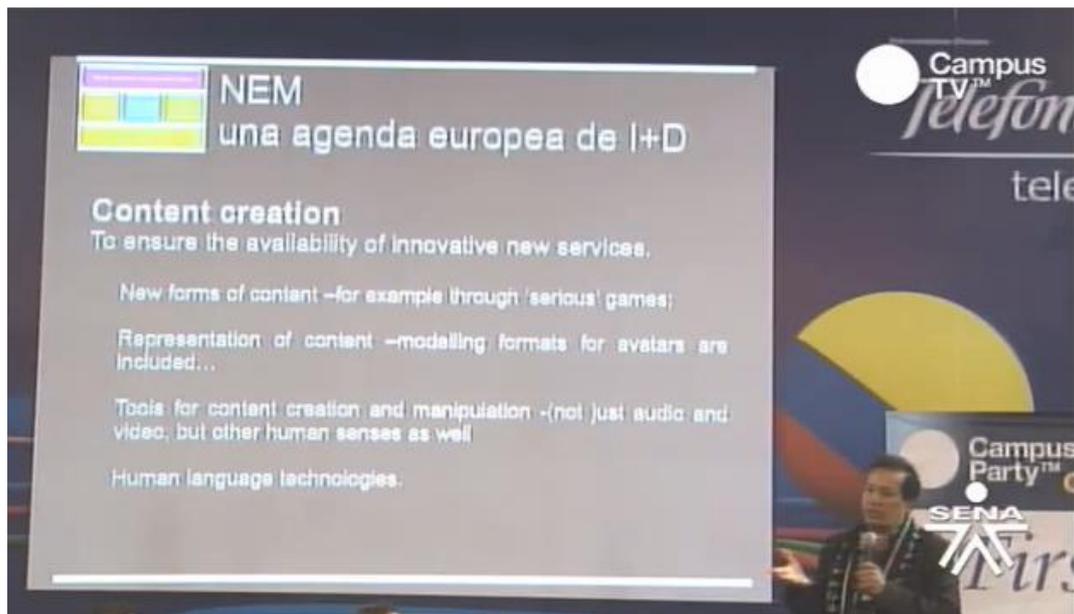


Figure 17: Mr. José Tiberio Peñalosa, Universidad de los Andes

Mr. Peñalosa was in charge of presenting one of the three areas identified by CINETEL's diagnosis: Networked Electronic Media (NEM). He explained in detail the policy of the European Commission on this field, as well as the structure and objectives of NEM European Technology Platform.

Later, he addressed the opportunities that this field of research presents for Latin America, providing cases of success developed in Colombia.

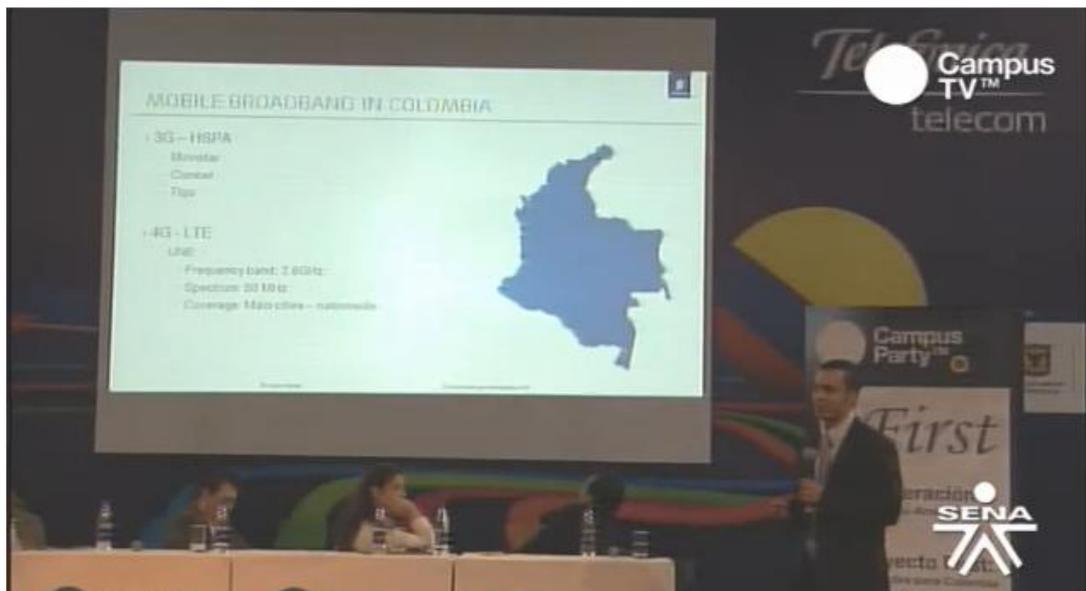


Figure 18: Mr. Jaime Peña. Master Product Sales Manager, Ericsson Colombia

The session ended with Mr. Jaime Peña's presentation, which addressed the state of the development of mobile services and infrastructure in Colombia. Mr. Peña provided details on the expansion of broadband and LTE services in the country, as well as the new possibilities such developments open for mobile communications services.

6 FIRST Conference in Campus Party Europe



Figure 19: FIRST session in Campus Party Europe

About Campus Party Europe

Campus Party Europe was a special edition of Campus Party held in Madrid from the 14th – 18th April, as part of the official agenda of the Spanish Presidency of the European Union. The event was supported by the Ministry of Science and Innovation, the government of Madrid, the European Commission and private companies such as Microsoft, Nokia, Alcatel, Iberia, Telefónica, BBVA and Accenture.

For four days, 800 young people from each of the 27 member states of the EU and Latin America gathered in Madrid to show their projects, share knowledge, network and engage in activities such as conferences, workshops and challenges centred around three knowledge areas: Science, Digital Creativity and Innovation.

FIRST Project's contribution to fostering innovation in Future Internet in Latin America was showed to relevant stake holders from both continents in Madrid, during Campus Party Europe, an official event of the Spanish Presidency of the European Union. On **April 16th**, FIRST hosted a Latin American Project Forum, where representatives from the consortium, the government, private companies and the European Commission met with the young creators of six innovative projects selected in Argentina, Brazil, Chile, Colombia and México.

The Spanish Secretary of State for Research, Mr. Felipe P  triz, the president of Telefonica Research and Development, Mr. Fernando Fourn  n, the president of Serpro (Brazil), the biggest ITC public company in Latin America, Mr. Marcos Mazoni, among others, participated in the event along with project FIRST coordinator, Mr. Antonio Alfaro, and Mr. Klaus Pendl (European Commission). They gave their vision on the state and future of innovation in Latin America, and highlighted the importance of Technology Platforms as place where governments, Academia, firms and innovators within the Internet communities can meet and turn their ideas into concrete projects.



Figure 20: Mr. Klaus Pendl, during his presentation in Campus Party Europe

The six finalist projects of the Forum were selected among more than a hundred presented by the participants in the latest editions of Campus Parties in Brazil, Colombia and Mexico, in a special section of Campus Party called “Campuseros Presentan”. This section is specifically devoted to give room for the young innovators to present their projects to a jury of experts from the Academia, private firms, venture capitalists and government institutions.

In addition, in the countries where there is no Campus Party yet (Argentina and Chile), especial calls were launched to the developers and other innovators and entrepreneurs, through the Internet communities with which Futura Networks has strong links. Those projects also passed through the examination of a jury of experts, who evaluated their potential innovation and impact on the field of Future Internet.

Once the process of selection was completed, the six finalists were invited to present their projects in Campus Party Europe, defined by Vice President of the European Commission, Neelie Kroes, as

“the most important event of the whole Spanish Presidency” ([visit of Vice President Kroes to Campus Party Europe in You Tube](#)⁹).

The event was webcasted live through Campus Party TV. All the conferences and presentation of projects of the Forum are now available in You Tube.

(<http://www.youtube.com/watch?v=tVSUNZO1EDc>)

It is important to highlight that no financial resources from the project FIRST were devoted to these actions. On the contrary, the costs associated to these activities were funded by the partner Futura Networks with its own resources.

The following are the six finalists:

ITV Project www.tvdigitalinterativa.com.br

Marcos Roberto de Oliveira (Brazil)

Simplicity and creativity. Those are the keywords of Intacto’s software. To ensure the effective operation of each product, Intacto set the iTVLab, a modern laboratory for research in Digital TV. In addition to research, this environment is also used for creating and testing projects.



Figure 21: Presentation of ITV project (Brazil) during FIRST session.

Prey <http://preyproject.com/>

Tomás Pollak (Chile)

⁹ <http://www.youtube.com/campusparty#p/c/95BA141B697D8CE0/30/MGY4h5sWHuM>

Prey is a lightweight application that will help you track and find your laptop if it ever gets stolen. It works in all operating systems and not only is it Open Source but also completely free. Prey uses a remote activation system which means the program sits silently in your computer until you actually want it to run. If so, it gathers all the information and sends it to your Prey web control panel or directly to your mailbox. The thief will never know his movements are being watched.

TARG TV <http://targ.tv/us>

Maurilio Alberone da Costa Souza (Brazil)

It is a platform to offer advertising directed to the viewer profile by digital TV. We enable the broadcast of specific campaigns for different viewers and measure their results. Provide increased ROI of the advertiser and more revenue for agencies and broadcasters

Pixtream <http://bitbucket.org/ceronman/pixtream/wiki/Home>

Manuel Cerón (Colombia)

Pixtream is a P2P program designed to be used with live streaming content. Pixtream takes a live stream from a source and splits it into several chunks that are then sent to different peers in the network. A peer can download and upload chunks from several other peers, the program takes the chunks and reconstruct them into a stream. The goal of Pixtream is to distribute the upload bandwidth usage among all the peers in the network. Avoiding the bandwidth bottleneck commonly found in client-server streaming systems.

Brebox http://www.sectorweb.net/proyectos/derm/pro_cpe_2010.pdf

Rodrigo Ayala (Mexico)

Brebox is a code editor based entirely on Social-Web, which can be used to develop any software in a collaborative and social manner. The code editor allows the user to program in any language; no matter for what kind of device the software is developed: computer, smartphone, eBook reader, etc. The social part provides a space for the user to publish their source code, photos, videos, programs, reviews and everything you need to interact and relate with others. The elements mentioned above, the code editor and a social network work together to keep the application active and profitable.

Mobile Content Generation <http://www.entupalma.com/campuspartyfirtman.zip>

Maximiliano Firtman,(Argentina)

Creating mobile content (application, services, content push) is today a very expensive solution involving dozens of different platforms, developers and time. Individuals, small companies and organizations don't have the opportunity to offer mobile content easily, like in the web world in blog or social networks. Also, an end user with some content on the web or on the desktop computer cannot take that content with them on the mobile.

7 Conclusions

Following the guidelines of Annex I of project FIRST (Description of work), two conferences were organized during 2010 within Campus Party Brazil and Colombia, focused on cooperation between Europe and Latin America in the fields of Future Internet. A third (non mandatory) session about the project was hosted by Campus Party Europe, in Madrid, attracting representatives from Europe and Latin America.

The objectives of these events were:

- 1) Disseminating the activities of the FIRST Project and promoting the importance of European and LatAm Technology Platforms as key instruments to foster focused and collaborative R&D activities.
- 2) Increasing awareness among ICT community in Latin America and new entrants to enhance cooperation in R&D activities around Future Internet.

The events met the requirements and quality expected in the Annex I and achieved different results explained by the different states of development in which the project was by the time the Campus Parties took place in each country.

FIRST conference in Campus Party Brazil was held during month one M1, just a few weeks after the project began, and thus was focused on a general presentation of the project, its objectives and the experience of European Technology Platform as well as the general framework for Europe-Latin America cooperation within the Seventh Framework Programme. It was achieved the goal of presenting the project to a community deeply involved in the development of Future Internet, such as the one attending Campus Party.

The FIRST event in Campus Party Europe (Madrid, April 2010), which took place in month four (M4) was designed to comply with a different objective: disseminate the Project's contribution to fostering innovation in Future Internet in Latin America to relevant stake holders from both continents. Such a goal was achieved by bringing together representatives from the consortium, the government (Spanish, Latin America and European Union), private companies and young innovative entrepreneurs from the FIRST targeted countries.

The second mandatory conference took place in Colombia in month seven (M7), when key stake holders from Academy, industry, government and SME's had already been identified. Moreover, the local partner CINTEL had just finished its survey and identified the sectors with more potential for launching Latin America Technology Platforms (WP2).

FIRST conference was then the opportunity to present these results to the stakeholders already involved in the project and to attract new ones. Following these goals the most relevant results achieved were:

- F*- The results of FIRST project so far were presented to the most representative R&D entities in the country already identified as stake holders.
- F*- The project and its results were disseminated among the participants of Campus Party, Internet communities' leaders and developers, resulting in new stake holders interested.
- F*- Links with government authorities were strengthened, by involving them in the preparatory activities and as speakers in the event (both Colciencias and the ICT Ministry).
- F*- The involvement of stake holders was increased as a result of the perception of the project moving forward, as it was showed during the conference.

8 ANNEXES

8.1 Annex 1.1- Press Release, FIRST conference in Campus Party Brazil 2010

First

Press release n° 01

Campus Party apresenta o Projeto FIRST: cooperação entre Brasil e a União Europeia no desenvolvimento da Internet do Futuro

Sao Paulo – 25 de Janeiro 2010

O Projeto Europeu FIRST organiza a Conferência sobre Cooperação União Europeia-América Latina em temas relacionados à Internet do Futuro (*Future Internet*) que ocorrerá no próximo dia 28 de janeiro a partir das 17:00 horas no Centro de Exposições Imigrantes, durante a Campus Party Brasil 2010. O evento está sendo organizado pela Futura Networks do Brasil e a Universidade de São Paulo, sócios locais do Projeto FIRST, com o apoio da Comissão Europeia.

FIRST é uma ação de apoio financiada pela Comissão Europeia cujo objetivo é promover a cooperação em projetos de Pesquisa, Desenvolvimento e Inovação entre Europa e América Latina em temas relacionados à Internet do Futuro e em particular, na extensão de plataformas tecnológicas existentes na Europa. Com este objetivo, a Conferência institui um marco excepcional para conhecer as oportunidades que o programa FIRST apresenta para pesquisadores e empresas em Brasil no desenvolvimento da Internet do Futuro.

Nesta primeira conferência, que contará com a presença de especialistas sobre o assunto da Comissão Europeia, da Federação de Associações da América Latina, Caribe e Espanha de Entidades de Tecnologia da Informação (ALETI) e da Universidade de São Paulo, FIRST apontará informações relevantes sobre o projeto, as formas de participação e as oportunidades para as entidades brasileiras nesses programas de financiamento.

Na jornada se apresentará também informação sobre os programas de apoio à cooperação em I+D nos quais as entidades brasileiras podem participar em igualdade de condições com as entidades europeias. O Sétimo Programa Marco da Comissão Europeia dispõe de um orçamento de mais de nove bilhões de euros para projetos empreendidos no período de 2007 a 2013 com prioridade na área de Tecnologia da Informação e Comunicação, da qual a Internet do Futuro é um dos principais pilares.

Entre os palestrantes se encontram o professor Moacyr Martucci, diretor do Instituto de Computação da USP, a senhora Sílvia Bidart, diretora geral da ALETI e o senhor Paulo Lopes, conselheiro para a Sociedade da Informação da Comissão Europeia no Brasil.

About FIRST

FIRST is a Support Action funded by the European Commission Seventh Framework Programme in order to foster International Cooperation in the areas of Future Internet and ICT Components and systems between Europe and Latin America. The project aims to extend the constituency of European Technology Platforms (ETPs) to Latin American strategic stakeholders from the different sectors included in the Future Internet field.

About Future Internet

The 'Future Internet' is a major federated research theme within European ICT research policy, and it includes different areas associated to traditional ICT sectors such as nanoelectronics and ICT components, telecommunications networks, digital contents and media, software and services, and embedded systems.

For further information, please contact the project coordinator:
Mr. Antonio Alfaro (Rose Vision): alfaro@rose.es



8.2 Annex 1.2- Invitation for FIRST conference in Campus Party Brazil 2010

First

Estimado Sr./Sra.:

O Projeto Europeu FIRST tem o prazer em convidá-lo(a) para participar da Conferência sobre Cooperação União Européia-América Latina no tema de **Internet do Futuro** (*Future Internet*) que ocorrerá no próximo dia 28 de janeiro a partir das 17:00 hs no Centro de Exposições Imigrantes, durante a Campus Party Brasil 2010. O evento está sendo organizado pela Futura Networks do Brasil e a Universidade de São Paulo, sócios locais do Projeto FIRST, com o apoio da Comissão Européia.

FIRST é uma ação de apoio financiada pela Comissão Européia cujo objetivo é promover a cooperação em projetos de Pesquisa, Desenvolvimento e Inovação entre Europa e América Latina em temas relacionados à Internet do Futuro e em particular, na extensão de plataformas tecnológicas existentes na Europa. Com este objetivo, a Conferência institui um marco excepcional para conhecer as oportunidades que o programa FIRST apresenta para pesquisadores e empresas em Brasil no desenvolvimento da Internet do Futuro.

Existem programas de apoio à cooperação em I+D nos quais as entidades brasileiras podem participar em igualdade de condições com as entidades européias. O Sétimo Programa Marco da Comissão Européia dispõe de um orçamento de mais de 9 bilhões de euros para projetos empreendidos no período de 2007 a 2013 com prioridade na área de Tecnologia da Informação e Comunicação, da qual a Internet do Futuro é um dos principais pilares.

Nesta primeira conferência, que contará com a presença de especialistas sobre o assunto da Comissão Européia, da Federação de Associações da América Latina, Caribe e Espanha de Entidades de Tecnologia da Informação (ALETI) e da Universidade de São Paulo, FIRST aportará informações relevantes sobre o projeto, as formas de participação e as oportunidades para as entidades brasileiras nesses programas de financiamento. Anexa segue a programação do evento.

Para confirmar sua participação nessa atividade solicito gentilmente R.S.V.P. pelo telefone 11. 3872-1400/ 9973-2835 ou por e-mail patricia.guerra@futura-networks.com.

Desde já agradeço e na expectativa de poder contar com sua presença, envio meus sinceros votos de elevada estima e consideração.

Cordialmente,

Antonio Alfaro
Coordenador do Projeto First

Para más información, póngase en contacto con el coordinador del proyecto: Antonio Alfaro (Rose Vision): alfaro@rose.es



8.3 Annex 2.1- Press Releases, FIRST conference in Campus Party Colombia 2010

First

Press release n° 07

FIRST Event in USP (Brazil)

São Paulo – July 13, 2010

The FIRST Event in USP is to happen on July 21, 2010. The objective of the event is to set up and present the concept of National LATPs (Latin American Technology Platforms) to the ICT R&D community in Brazil, as well as the activities, objectives and expected outcomes of the FIRST Project.

Starting at 08:00 AM, there will be a Welcome Breakfast and an Opening Session. At 09:15, Mr. Antonio Alfaro will deliver a presentation, via video conference, on European Partnership Through Open Calls, followed by an Introduction to ETPs and LATPs as well as Project FIRST, at 10:00.

The second part of the morning, starting at 11:00 AM after a coffee break, will include two Panels, one on Future Internet – The Brazilian Perspective, and the second to discuss ideas regarding multiple ICT themes. The event is scheduled to end at 01:30 PM, after a Closing Session.

The event will take place in the auditorium of Polytechnic School of USP (University of São Paulo), in São Paulo city – Brazil. All people with an interest in the area are welcome to attend this event.

For more information and registration contact Cecilia Matsumura Yamanaka: cecilia.yamanaka@poli.usp.br.

About FIRST

FIRST is a Support Action funded by the European Commission Seventh Framework Programme in order to foster International Cooperation in the areas of Future Internet and ICT Components and systems between Europe and Latin America.

The project aims to extend the constituency of European Technology Platforms (ETPs) to Latin American strategic stakeholders from the different sectors included in the Future Internet field.

About Future Internet

The 'Future Internet' is a major federated research theme within European ICT research policy, and it includes different areas associated to traditional ICT sectors such as nanoelectronics and ICT components, telecommunications networks, digital contents and media, software and services, and embedded systems.

For further information, please visit the project website: [website]
Or contact the project coordinator: Mr. Antonio Alfaro (Rose Vision): alfaro@rose.es



First

Search

ABOUT | ETPS | LATPS | EVENTS | NEWS | NEWSLETTER | CONTACT US | DOCS | LINKS

Implementing cooperation on Future Internet and ICT Components between Europe and Latin America

FIRST » NEWS

Change language » [ENG](#) | [ES](#) | [PT](#)

Sign up Newsletter »
Download »

NEWS

- Successful meeting in Argentina gathered the main stakeholders of Future Internet industry and Academia inside the PLATA community
- Successful meeting in Chile brings together representatives of the Future Internet Industry and Academia
- Second National Workshop Implementing International Cooperation Chile-European Union for R&D in Future Internet, ICT Systems and Components
- RED CLARA APOYA PROYECTO FIRST
- RECIIF – Colombia's Technology Platform in Future Internet- is born at Andicom 2010
- First launches the Mexican Technology Platform
- FIRST publishes the national reports for Argentina, Brazil, Chile, Colombia and Mexico
- First workshop in Sao Paulo to be held next Jul 21st
- Watch First Conference in Bogota live
- Conference "Opportunities for development of Future Internet in Colombia"
- FIRST Future Internet Mexico, through The Tecnológico de Monterrey (ITESM), announces its first national event
- First workshop in Bogotá to be held next May 13th

ARCHIVE »

EVENTS

« Dec Feb »

January 2011						
M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

PROJECT DOCUMENTS
RESTRICTED AREA

The conference "Opportunities for the development of Internet of the Future in Colombia", which will take place in Bogota tomorrow thursday 1st of July, will be transmitted live via streaming. You may attend it by following this [link](#) tomorrow at 21:00 GMT (16:00 Colombian time).

The conference will present the results of the analysis performed by Cintel, exploring the sectors with greater potential for the development of Technology Platforms in the country to representatives from the industry, government, academia and research centres specially invited, while the young innovators participating in Campus Party will also have the opportunity to attend the conference.

Along with specialist from Cintel and Futura Networks, representatives from the government, industry and academia will participate as speakers: Jorge Alonso Cano, Director of Technology and Innovation Development (Colciencias), Eduardo Botero, advisor to the Ministry of Information Technology, Phd. José Tiberio Hernández Peñalosa, leader researcher from Universidad de Los Andes and Jaime Peña, Master Product Sales Manager from Ericsson Colombia.

©FIRST is a Support Action funded by the European Commission Seventh Framework | [Contact us](#)

8.4 Annex 2.2- Invitation for FIRST conference in Campus Party Colombia 2010

First



Futura™
Networks

Bogotá D.C 18 de junio de 2010

Respetado señor:

Es un placer para nosotros dirigimos a usted en nombre del Proyecto FIRST con el fin de invitarlo a participar en la Conferencia "*Oportunidades para el desarrollo de Internet del Futuro en Colombia*", a celebrarse el día 1 de Julio en Corferias, Bogotá, a partir de las 3 pm.

El evento es organizado por Futura Networks y Cintel, socios participantes del proyecto FIRST, una acción de apoyo financiada por el Séptimo Programa Marco de la Comisión Europea con el fin de promover una mayor cooperación en proyectos de I+D+i entre Europa y América Latina en el campo del Internet del Futuro.

En la Conferencia, a realizarse en el marco de Campus Party Colombia 2010, se presentará el resultado del diagnóstico realizado por Cintel acerca de las áreas de mayor potencial de desarrollo en Internet del Futuro en Colombia. Contaremos con la participación como ponentes de **representantes de primer nivel del gobierno, industria y academia** en el sector de las Tecnologías de Información y Comunicaciones.

Será la ocasión de conocer de primera mano las oportunidades que se abren en este sector, así como de entrar en contacto con las investigaciones y los desarrollos que se están realizando en el país en la materia. Internet del Futuro es en la actualidad **uno de los sectores más intensivos en innovación**: estar al día en sus desarrollos y aplicación resulta cada vez más **decisivo para la competitividad de las empresas**.

Le agradeceremos confirme su participación a:

Fernanda Arcardini (Futura Networks): Fernanda.arcardini@furanetworks.com o a Ana Maria Trimmio (Cintel): atrimmino@cintel.org.co

Lo recibiremos a las 3.00 pm en la Sala VIP de Campus Party, en el Pabellón 4 de Corferias, entrada por Avenida de la Esperanza.

En los próximos días le haremos llegar el programa detallado de las actividades.

Reciba un cordial saludo

Andrés Muñoz
Futura Networks de Colombia SAS
Country Manager

Manuel Martínez Niño
CINTEL
Director Ejecutivo

First

Para más información, visite la web del proyecto en www.latin-american-technology-platforms.eu



8.5 Annex 2.3- Agenda for FIRST conference in Campus Party Colombia 2010

First

Implementando la cooperación en Internet
del Futuro y Componentes TIC entre
Europa y América Latina

Conferencia: Oportunidades para el desarrollo de Internet del Futuro en Colombia

Día: Jueves 1 de Julio 2010
Hora: 15:00 horas
Lugar: Corferias

- 15:00 h** **Acreditaciones. Sector Acreditaciones VIP, Avenida de la Esperanza. Recepción y café en la sala VIP (Pabellón 4)**
Entrega de documentación
- 15:15 h** **Visitas guiadas a Campus Party (grupos de 10 personas)**
- 16:00 h** **Apertura de la conferencia. Escenario principal.**
Ing. Polkan García, Director de Campus Party Colombia y director de Innovación de Futura Networks
- 16:10 h** **Políticas de Incentivo a la Innovación en Colombia:**
Dr. Jorge Alonso Cano, Director de Desarrollo de Tecnología e Innovación de Colciencias
Dr. Eduardo Botero, Asesor de la Subdirección de la Industria, MINTIC
- 16:40 h** **Oportunidades para el Desarrollo de Internet del Futuro en Colombia**
Dra. Ana María Trimmioño, Gerente de proyectos, Cintel. Presentación de las conclusiones del trabajo realizado por CINTEL para First. Sectores con mayor potencial identificado.
- 17:00 h** **Networked Electronic Media en Colombia.**
Phd. José Tiberio Hernández Peñalosa, Universidad de Los Andes.
- 17:15 h** **E-Mobility en Colombia.**
Ing. Jaime Peña, Master Product Sales Manager, Ericsson Colombia
- 17:30 h** Espacio para preguntas y cierre

Futura™
Networks

CINTEL
INTERNET OF THE FUTURE

Campus
Party™

European Commission
The European Society and Media