

## Deliverable D500.6.2

# Dissemination Plan

## WP 500

<b>Project Acronym &amp; Number:</b>	Flspace – 604 123
<b>Project Title:</b>	Flspace: Future Internet Business Collaboration Networks in Agri-Food, Transport and Logistics
<b>Funding Scheme:</b>	Collaborative Project - Large-scale Integrated Project (IP)
<b>Date of latest version of Annex 1:</b>	03.10.2013
<b>Start date of the project:</b>	01.04.2013
<b>Duration:</b>	24
<b>Status:</b>	Final
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<b>Document Identifier:</b>	Flspace-D500.6.2-Dissemination-Plan-Final-V003.docx
<b>Date:</b>	29.06.2013
<b>Revision:</b>	003
<b>Project website address:</b>	<a href="http://www.Flspace.eu">http://www.Flspace.eu</a>

## The Flspace Project

Leveraging on outcomes of two complementary Phase 1 use case projects (Flspace & SmartAgriFood), aim of Flspace is to pioneer towards fundamental changes on how collaborative business networks will work in future. Flspace will develop a multi-domain Business Collaboration Space (short: Flspace ) that employs FI technologies for enabling seamless collaboration in open, cross-organizational business networks, establish eight working Experimentation Sites in Europe where Pilot Applications are tested in Early Trials for Agri-Food, Transport & Logistics and prepare for industrial uptake by engaging with players & associations from relevant industry sectors and IT industry.

## Project Summary

As a use case project in Phase 2 of the FI PPP, Flspace aims at developing and validating novel Future-Internet-enabled solutions to address the pressing challenges arising in collaborative business networks, focussing on use cases from the Agri-Food, Transport and Logistics industries. Flspace will focus on exploiting, incorporating and validating the Generic Enablers provided by the FI PPP Core Platform with the aim of realising an extensible collaboration service for business networks together with a set of innovative test applications that allow for radical improvements in how networked businesses can work in the future. Those solutions will be demonstrated and tested through early trials on experimentation sites across Europe. The project results will be open to the FI PPP program and the general public, and the pro-active engagement of larger user communities and external solution providers will foster innovation and industrial uptake planned for Phase 3 of the FI PPP.

## Project Consortium

- |                                      |  |
|--------------------------------------|--|
| – DLO; Netherlands                   | – Kühne + Nagel; Switzerland           |
| – ATB Bremen; Germany                | – University Duisburg Essen; Germany   |
| – IBM; Israel                        | – ATOS; Spain                          |
| – KocSistem; Turkey                  | – The Open Group; United Kingdom       |
| – Aston University; United Kingdom   | – CentMa; Germany                      |
| – ENoLL; Belgium                     | – iMinds; Belgium                      |
| – KTBL; Germany                      | – Marintek; Norway                     |
| – NKUA; Greece                       | – University Politecnica Madrid; Spain |
| – Wageningen University; Netherlands | – Arcelik; Turkey                      |
| – PlusFresc; Spain                   | – EuroPoolSystem; Germany              |
| – FloriCode; Netherlands             | – GS1 Germany; Germany                 |
| – Kverneland; Netherlands            | – Mieloo & Alexander; Netherlands      |
| – North Sea Container Line; Norway   | – OPEKEPE; Greece                      |
| – LimeTri; Netherlands               | – Innovators; Greece                   |

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## Dissemination Level

<b>PU</b>	Public	<b>X</b>
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

## Change History

Version	Notes	Date
001	Creation of the document	15.05.2013
002	Final Draft after contributions	16.06.2013
003	Final deliverable after quality review	29.06.2013

## Document Summary

Work package 500 'Open collaboration and exploitation' aims at:

- (1) Mobilizing, engaging and preparing stakeholders across Europe for participation as application and service developers building on and extending the large scale trials;
- (2) Fostering and demonstrating potential for innovation of Flspace (related to market impact in the food and logistics sector), and
- (3) Delivering a consistent plan to move into the phase 3.

Above objectives are supported by Task 560 'Dissemination and Marketing' running all over the project's lifecycle, in coordination with the FI-PPP Dissemination Working Group (DWG) and with an extended focus of raising interest and awareness in the non-European community.

This deliverable D500.6.2 'Dissemination Plan' presents the activities planned to reach above objectives and will be continuously updated throughout the project's lifecycle. It also covers the deliverable D500.6.1 'Public Project Website' by including screen shots of website in the Annex.

After the introduction in section 1, the dissemination strategy is presented in the second section. Section 2 summarizes the dissemination principles and approach as well as major sectors and target audiences for dissemination. It covers the messages and approaches for dissemination and FI-PPP DWG activities. Section 3 describes the dissemination instruments and channels including logo, website, events, conferences, trade shows, publications, media, press releases, thematic networks, initiatives and associations. Section 4 then presents the initial dissemination plan identifying the targeted events and activities. Section 5 draws some final conclusions.

## Abbreviations

D	Deliverable	FI PPP	Future Internet Public Private Partnership
CIO	Chief Information Officer	FP7	Framework Programme 7
CONCORD	Coordination and Collaboration Facilitation for Next Generation Future Internet Public Private Partnerships	ICT	Information and Communication Technology
CTO	Chief Technology Officer	M	Month
DWG	Dissemination Working Group	PR	Public Relations
EU	European Union	SME	Small and Medium Sized Enterprise
ETP	European Technology Platform	WP	Work Package
FIA	Future Internet Assembly		

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## 1. Introduction

The purpose of this document is to provide the initial dissemination plan which will be used to present and propagate Flspace project and the project results to the broader public in general, the relevant scientific communities, and to other external parties that are potential adapters of the project results. An overview of potential stakeholders to be addressed in dissemination activities can be seen in Figure 1.

The Flspace dissemination activities also contribute to the Flspace community building, raising awareness and creating initial interest in the targeted communities for the project, and therefore enlarging the project outreach. The Flspace dissemination plan is therefore complementary to the Flspace community-building plan (D510.1.1) and to the Flspace detailed plan for educational and training activities (D510.1.2).

This document covers the Flspace dissemination strategy and the means and channels for dissemination. It presents the Flspace dissemination plan and list the future events, which are the potential candidates for the project dissemination activities.

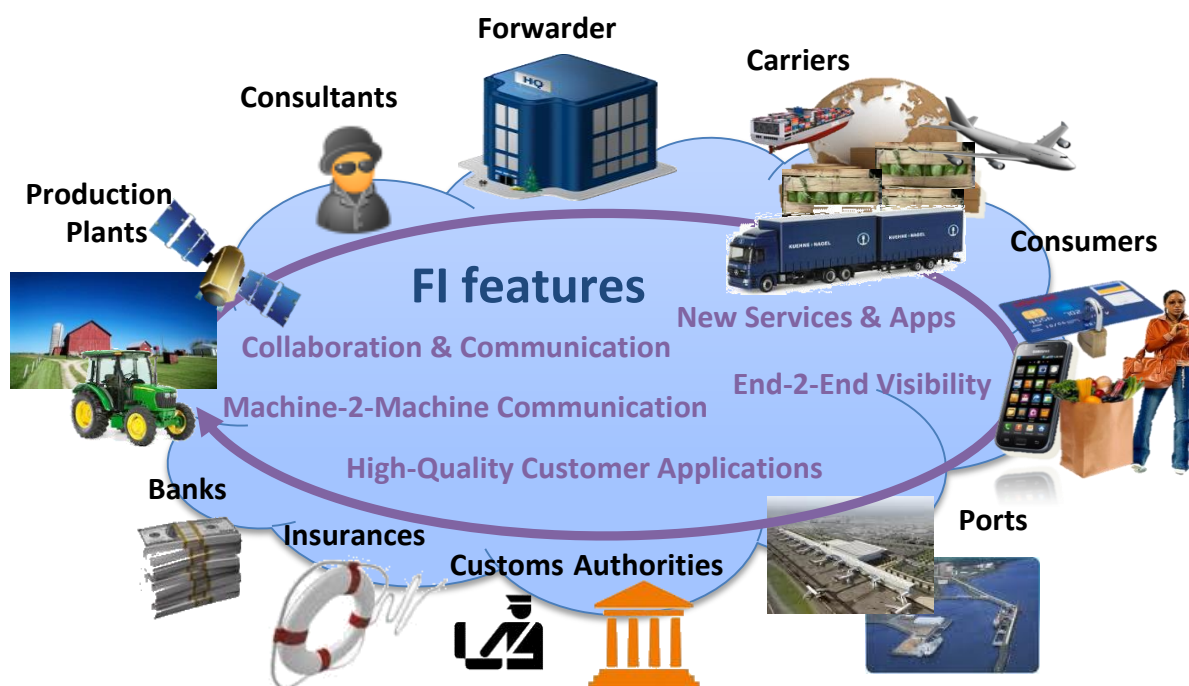


Figure 1: Graphical representation of the targeted stakeholders and cross-functional Future Internet features we want to address in Flspace.

Section 2 presents the dissemination strategy summarizing the dissemination principles and approach as well as major sectors and target audiences for dissemination. It finally covers the messages and approaches for dissemination and FI PPP Dissemination Working Group (DWG) activities. Section 3 presents the dissemination instruments and channels including logo, website, events, conferences, trade shows, publications, media, press releases, thematic networks, initiatives and associations. Section 4 describes the initial dissemination plan identifying the targeted events and activities. Section 5 finally draws some conclusions.

## 2. Dissemination Strategy

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### 2.1. Dissemination Objectives and Principles

The project dissemination approach will achieve effective communication of the Flspace results to relevant stakeholders, including end users, scientific communities, public and industrial adopters and vendors. All partners will contribute to the communication of the project results, ensuring that the following main target groups are addressed: (a) potential users from the Agri-Food, Transport and Logistics domains as well as related industrial sectors, (b) the IT industry (including SMEs), and (c) the broader public.

### 2.2. Dissemination Approach

The Flspace project will promote and disseminate the project results through participation in various events such as workshops and conferences; publication of the main results in scientific journals, conference proceedings and books; to relevant stakeholders, including

- CIOs and CTOs in industry and SMEs,
- large and SME end users,
- SW development companies and web entrepreneurs,
- scientific research communities and FI PPP community,
- public bodies, policy makers and the regulation bodies.

To ensure that the dissemination activities are effective for awareness-raising and uptake of the project results, an integrated approach will be followed, combining

- early identification of relevant stakeholders,
- strategic planning, and guidelines on one side with an effective communication platform, the timely publication of results, and
- the participation in key events on the other.

The Flspace project will also contribute to the dissemination of the FI PPP by pro-active participation in the Dissemination Working Group (DWG) facilitated by CONCORD. The objective of the Dissemination Work Group is to align the dissemination strategies and activities of all FI-PPP projects to achieve a broad diffusion of information and uptake of platforms and tools. The program-level dissemination activities of the DWG will support and strengthen the dissemination of Flspace project as well.

### 2.3. FI PPP Dissemination Work Group

The Dissemination Work Group (WG) consists of a core team of FI-PPP partners and one representative from each of the FI-PPP projects. The purpose of the FI PPP Dissemination Working Group (DWG) is to focus on overall Program level dissemination coordination. This means that CONCORD (the FI-PPP Programme Facilitation and Support Action) and all FI PPP use case projects will jointly create and coordinate a dissemination and PR strategy for various audiences. The DWG helps CONCORD to maintain a shared vision and unified front for the programme as a whole. It strengthens the diffusion of ideas and results, produced by Flspace and other use case projects dissemination activities to cover a wide range of dissemination channels. There may be



some overlap between the Programme level and Project level dissemination events and publications. However, these two streams of communications have a different focus and target audience.

A leaflet of the FI PPP program including all use-case projects has been prepared and distributed during the FIA Dublin event from 7<sup>th</sup> to 10<sup>th</sup> of May 2013. In addition to the leaflet, an FI-PPP program presentation covering the use case projects is prepared to be used in upcoming events. The first DWG face-to-face meeting under the coordination of CONCORD has been held in Brussels in M3 with the participation of all use cases. Several decisions have been made in DWG meeting in Brussels during the discussions of the following topics:

- DWG working procedures and tools
  - Working procedures for mutual information and joint activities
  - DWG repository and document management
  - Documentation of FI-PPP level dissemination activities
- FI-PPP communication and dissemination strategy 2013/2014
- Planning of FI-PPP-internal events
- Events for external audiences organised by FI-PPP
  - Open Call information day in September 2013
  - FI-PPP event at Campus Party in London, September 2013
  - NEM Summit 2013 in Nantes, October 2013
  - ICT 2013 in Vilnius, November 2013
  - Large-scale FI-PPP event, March 2014
  - Large-scale FI-PPP event, September 2014
- Presence at external events organised by 3rd parties
- Online and offline publications
  - FI-PPP website
  - Internal FI-PPP Newsletter
  - External FI-PPP Newsletter
  - Other publications, including multimedia and social media
- Planning of DWG conference calls and meetings 2013/2014

## 2.4. Major Target Audiences for Dissemination

The major **target audiences** for dissemination are:

- The Chief Technology Officers (CTOs), Chief Information Officers (CIOs) and their departments of industries and businesses (as shown in Figure 1) including large organizations as well as SMEs
- End users (large and SME)
- Software development companies (large and SMEs) and web entrepreneurs,
- Scientific research communities, especially on Future Internet technologies and research on domain-specific ICT support,
- Public bodies, policy makers and the general public.

## 2.5. Major Sectors for Dissemination

Major sectors for dissemination are:

- The agri-food and transport and logistics sectors, which are interested in the Flspace results from the application side (“application pull”)
- ICT industry, which is interested in the Flspace results from the technology provider side (“technology push”)
- The broader public for awareness raising and uptake by external parties.

## 2.6. Messages and Approaches for Dissemination

It is necessary to define the most suitable messages and communication approaches most appropriate for the different target audiences, which are listed above. This will include both Flspace project messages as well as the FI PPP programme level messages. The over-arching message at the FI PPP programme level has been identified in the first phase through the slogan: “The Future. Now”. The **main messages for the target audiences** of Flspace are as follows:

- **For CIOs/CTOs in industry and SMEs:** Flspace technologies for service-based system integration with facilities for secure and trusted information exchange can provide the basis for efficient collaboration in cooperative business networks. Flspace is a tool for quick and easy business partner integration. It will enable SMEs to easily access to closed business chains in the agri-food, transport and logistics sectors. It will provide overall process transparency which will allow complex monitoring and reducing the impact of process deviations. This is the key to reduce costs and improving the service quality.
- **For the end users(large and SME):** Flspace will provide a convenient and easy access to a multi-party collaboration platform, which allows interacting with all parties related avoiding dedicated set up of complex ICT integration among the parties. The Flspace PPP will increase the transparency and efficiency of agri-food and logistics and transportation operation and it will contribute to sustainability by reducing emissions caused by global transport. Cost reduction due to higher efficiency and lead time optimization due to high level of transparency all over the supply chain and production process will benefit the global supply chain business. The programme level message will be the developing solutions to the key social challenges as well as to design future scenarios for sustainable development.
- **Software development companies (large and SMEs) and web entrepreneurs:** The Flspace will be a multi-level multi-sided platform which has an open API for the application developer companies. Any company can develop applications conforming this Open API and these applications or application components can be offered to the users of Flspace platform in Flspace application store. Thus, SW development companies and web entrepreneurs can benefit with revenue generating from Flspace platform and get new customers easily.
- **For the Scientific research communities and FI PPP community:** Flspace as well as FI PPP is industry-led and coherent with EU ICT policy (e.g. the Digital Agenda) and open to the engagement of all of Europe’s ICT innovation ecosystems, including SMEs and individual researchers. For researchers, the use cases and scenarios can serve as relevant and realistic case studies and have the potential to create significant interest in the project results.
- **Public bodies, policy makers and regulation bodies:** Flspace will formulate the proposals towards developments in policy and private sector regulations that could exploit FI technologies and Flspace solutions for better realizing and integrating the needs of agri-food,

transport and logistics industries. Additionally, Flspace will identify standardization opportunities and promote the project results to international and business-relevant standardization bodies for a substantial and long-term impact.

These messages will be fine-tuned and updated if necessary during the course of the project.

## 2.7. The Use Case Trials and Their Educational and Training Activities

The Flspace use case trials will play an important role in dissemination. The below listed eight use case trials

- Crop Protection & Information Sharing
- Greenhouse Management and Control
- Fish Distribution & Planning
- Fresh Fruits & Vegetables Quality Control
- Flowers & Plants Supply Chain Monitoring
- Meat Information Provenance
- Import/Export of Consumer Goods
- Tailored Information for Consumer Goods

will make the concepts of Flspace very tangible and visible. Most of these trials have already formed a kind of mini-ecosystem of all targeted audiences and sectors in the first phase projects SmartAgriFood and Finest. The following external stakeholders have been identified by these trials :

- Infrastructure owners
- ICT solution providers including:
  - SME ICT app developers
  - SME ICT system integrators
  - ICT solution providers in general (not included in the previous 2 categories)
- Industry stakeholder groups (food, logistics, others) as potential system users
- Other stakeholder groups as potential system users (farms, etc)
- Owners of national, European and global certification schemes
- European policy groups
- Multipliers in training institutions and research
- SME Intermediaries and community managers (phase 3 proposers)
- Others (not included in the previous categories)

There will be preparation of knowledge transfer, training and educational material within the Sub-Task 512 activities towards the above identified stakeholders. All these information will be presented in the deliverable “D500.1.2 Detailed plan for educational and training activities: plan and schedule: Specific plan defining educational and training activities” and will be used for further dissemination of the Flspace project. Thus, the eight use case trials themselves will be demonstrated in related events and conferences and they will contribute much to the dissemination of the Flspace project as well.

### 3. Dissemination Instruments and Channels

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The following channels and instruments will be prepared and used for dissemination, in close collaboration with the FI PPP DWG activities:

- Project website ([www.Flspace.eu](http://www.Flspace.eu)),
- Events, Conferences and Trade Shows (see Annex 6.2 List of Target Conferences, Events and Journals for an indicative identification of target conferences, journals, and event)
- The Flspace corporate identity, consisting of the logo and its uses, and templates for a coordinated graphics image,
- Material to create awareness at relevant events such as pop-up posters, flyers, brochures, banners, leaflets and others
- Press releases and media outreach to inform the general public and niche communities;
- Publications at highly visible conferences and in journals, ranging from forums that address practitioners to forums that are targeted towards the research community.
- Writing articles for magazines
- Thematic Networks and Associations (European and Non-European)
- Social Media (LinkedIn, Twitter, Facebook, Youtube, Flickr etc.)

Leveraging on contacts and impact making within and by existing initiatives, the Flspace project also plans to perform dissemination through National, European and international networks by:

1. Collect information on suitable national, European, and international networks, including e.g. European Technology Platforms (ETPs), National Technology Platforms (NTPs), Industry Federations and Associations, and Industrial Research Associations
2. Establishing contacts and foster direct communication with their members, and obtain access to the networks' communication channels.

#### 3.1. Corporate Identity

##### 3.1.1. Graphic Design

Flspace corporate identity is based on its following logo:



The Flspace logo slogan is "Business Collaboration" and it will be used in all project documents.

The FI PPP corporate identity which will be used in all FI PPP projects and in Flspace dissemination materials is shown below:



The FIspace logo is used to prepare templates for the project. These FIspace templates are listed below:

- presentation (ppt)
- deliverable (doc)
- questionnaire
- meeting minutes
- teleconference minutes

### **3.2. Communication Tools and Channels**

Communication Channels for the FIspace are defined in relation to the target audiences and communication messages discussed in the previous section of this document.

#### **3.2.1. Web Site**

FIspace project website will be the single point of entry for access to all relevant information of the project, including general information about the project, the public project results such as architectures, use case scenarios, downloadable prototypes, etc.

The first website was created at the cSpace.eu domain but the consortium has decided to rename it with the discovery of conflicting cspace trademark. The new selected name FIspace has been acquired and the website has been moved to FIspace.eu.

The screen shots captured from the FIspace.eu website can be seen in Section 6.3. This section is intentionally added to cover the deliverable D500.6.1 Public Project Website in Dissemination Plan deliverable. The initially designed website is up and running since M1 of the FIspace project and it will be continuously updated during the lifetime of FIspace project.

The FIspace website will include a news section providing information about ongoing activities about the project and there will be a subscription area for the interested parties to subscribe FIspace newsletter. In addition to the news section, there will be a video channel on the website covering all video broadcasts about the project including the trials.

The website will have links to the FIspace social media channels including twitter, facebook and linkedin. The FI-PPP program, agri-food, transport and logistics related events will be highlighted at the website in the events section and it will provide information about FIspace project participation in the related events as well.

The website will also have a private section that will contain internal documentation, reports, calendars, etc. and will be only accessible to the members of the FIspace project consortium and – in accordance to the PPP-wide agreements –members of other FI PPP projects.

The project website will also be an information point for Community building and a link to the online tools to support users and developers (D510.1.3).

### 3.2.2. Events, Conferences and Trade Shows

Flspace members will publish and present their results in different forums. Those include research forums (such as conferences and workshops), industry events and trade shows, as well as more general dissemination events (e.g., related to the FI PPP activities).

A list of major, potential events and conferences for dissemination is to be found in Section 6.2.

### 3.2.3. Publications

In addition to the above events that serve as prime forums publishing the research and development results of Flspace, dedicated dissemination material will be developed which is going to be used by all project partners as a dissemination tool, and could be used for magazines and the like.

In addition to participating in research conferences, publishing in international journals is considered an important activity for disseminating Flspace results. Potential journals which have been identified is presented in Table 6. Of course, due to the short duration of Flspace of 2 years, such submissions and publications in journals are expected to appear more towards the end of the project.

### 3.2.4. Press Releases and Media

Flspace partners will strive to disseminate Flspace in press, TV and other media channels during upcoming events and project meetings. A newsletter or targeted info material will be prepared to disseminate the actual progress and intermediate results.

### 3.2.5. FI-PPP

There will be events and conferences in which programme-level dissemination will be done with the FI PPP Community in addition to project level dissemination.

These will apply mainly to international events and conferences. National, regional and local events and conferences can also be categorised this way and presence will be evaluated according to the relevance of the event.

### 3.2.6. Thematic Networks, Initiatives and Associations

Networks can be considered one of the most relevant dissemination channels for the Flspace project. The tables in Section 6.1 covers the related national and international initiatives.

European Technology Platforms (ETPs), Industry Federations and Associations, National technology Platforms (NTPs) and Industry Research Association are also considered as dissemination channels.

There are many Flspace project partners who are members of these networks, initiatives and associations. These partners will use every occasion to disseminate Flspace project in these networks.

## 4. Initial Dissemination Plan (Month 3)

The dissemination plan will be a guide continuously updated with the activities to carry on as the project progresses and the results are produced.

In order to achieve the desired results in both collaboration and publicity, Flspace has to carry out a series of actions to ensure that all of the above will be performed effectively and in a way that the project's reputation and effort will not be risked at any point.

In the following table we present an initial high-level description of the planned activities that follow the above mentioned steps and approach. Of course, all of these initial guidelines and rules are subject to continuous revisions and refinements.

The initial, general plan for the Flspace dissemination activities is presented in the following table for the duration of the project.

Activity	M1 to M6	M7 to M12	M13 to M18	M19 to M24
<b>Dissemination Plan</b>	Initial Plan (M3)	Interim Report and Revised Plan for Dissemination (M12)		Final report in dissemination activities (M24)
<b>Publication of Papers/Journals</b>	1	1	3	3
<b>Conferences, Events and Trade Shows</b>	FIA Turkey(M1), Multimodal 2013 Birmingham (M1) Korea Eureka Day 2013 (M2), IoT China2013 (M3) SRII Europe Leadership Summit (M3), G-8 Int. Conf. on Open Data for Agriculture (M1) EFITA/WCCA Conference Turin (M3) Sustainable Food Logistics, Brunel/UK (M2), NCL Agency Meeting Hamburg/D (M2) ESEC European Software Engineering Conference St. Petersburg (M5) LISS 2013 Interna-	NEM Summit 2013(M7), 30. DLK, Berlin (M7) NESSI Members Day, III. IC of the CIGR HNC: "Synergy in the Technical Development of Agriculture and Food Industry", Gödöllo, Hungary (M7) Anuga Cologne (M7) Intermodal Europe 2013 Hamburg (M7) ECITL Zaragoza (M7), ICT 2013 (M8), ICTLE 2013 Venice (M8) IFMA Conference, Warsaw, Logitrans Istanbul (M8) 2013 EFFoST Annual	TRA 2014 Paris (M13) AFITA Conference Perth (Australia), SCM Logistics World Asia 2014 China (M13) ICEIS 2014 Lisbon (M13), Food Asia 2014 Singapore (M13) Intermodal South America Sao Paulo (M13) IDF/ISO Analytical Week 2014 Berlin (M14) Transport Logistics Europe (M14) Africa Ports & Harbours Show 2014, Johannesburg (M15) SCL Europe 2014, Berlin (M15)	CeMAT Asia, Shanghai (M19), 7th European Conference on ICT for Transport Logistics (ECITL) (M19), LCA Foods 2014 San Francisco (M19) Deutscher Logistik-Kongress Berlin (M19) Intermodal Europe 2014 (M19) IDF World Dairy Summit 2014 Tel Aviv (M19) Logitrans Istanbul (M20) ICTLE 2014 Venice (M20), The 2nd International Congress on Food Technology



	<p>tional Conference on Logistics, Informatics and Services Sciences, Reading (M5)</p> <p>ICAFUS 2013 Amsterdam (M5)</p> <p>FI-WARE Event Campus Party London (M6)</p> <p>Transport &amp; Logistik Schweiz 2013, Bern (M6)</p> <p>FachPack 2013 - Packaging, Technology, Processing and Logistics, Nuremberg (M6)</p> <p>Open Call information Day Brussels (M6)</p>	<p>Meeting Bologna (M8)</p> <p>TGDF Food Congress Antalya (M8)</p> <p>Made in SME 2013 Izmir (M9)</p> <p>ICSOC 2013 Berlin (M9)</p> <p>Cool Chain Logistics Europe2014, Luxembourg (M10)</p> <p>8.International European Forum on System Dynamics and Innovation in Food Networks, February, Innsbruck-Igls (M11)</p> <p>FI PPP Program Week (M12)</p>	<p>SEAMS 2014 Hyderabad (M15)</p> <p>SOLE 2013, 48th Annual International Logistics Conference and Exhibition (M17)</p> <p>TRANSLOG Connect Congress 2014 (M17)</p> <p>Large-scale FI-PPP Event (M18),</p> <p>The XVIII CIGR World Congress 2014, Beijing (M18),</p> <p>iINTERLOG Salzburg (M18)</p> <p>21st ITS World Congress, Detroit (M18),</p>	<p>Kuşadası-Aydın (M20)</p> <p>LogiCon 2014 Amsterdam (M23)</p> <p>Fruit Logistica 2014 Berlin (M23)</p> <p>IDF International Symposium on Sheep, Goat and other non-Cow Milk Limassol (M24)</p> <p>9. IC on City Logistics Europe (M24)</p> <p>Distribusjon &amp; Logistikk 2014, Oslo (M24)</p> <p>Transport &amp; Logistics Rotterdam 2014 (M24)</p>
<b>Workshops, Sessions</b>	FIA Week in Dublin (M2)	ICT 2013 (M8), FIA Week in Greece (M10-M14),		
<b>Roll-ups, Newsletters, Brochures, Posters</b>	<p>First Leaflet (M1), First Poster (M1), First Roll-up Poster (M1), First Brochure (M3), First Newsletter (M6)</p>	Second Newsletter (M9)	<p>Second Brochure (M13) Third Newsletter (M15)</p>	<p>Final Brochure (M19) Fourth Newsletter (M21)</p>
<b>Website</b>	<p>Website (M3)</p> <p><a href="http://www.Flspace.eu">www.Flspace.eu</a></p> <p><a href="http://www.cspace.eu">www.cspace.eu</a></p>	It will be updated continuously.		

Table 1: Flspace Initially Planned Dissemination Activities



## 5. Conclusions

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To achieve maximal impact of the project Flspace has initiated and planned dedicated activities for dissemination which consider all relevant target groups and types of forums. This deliverable presented Flspace's initial dissemination plan and public project website screen shots which will be continuously updated throughout the project.

## 6. Annex

### 6.1. List of Related International & National Initiatives

#### 6.1.1. European Future Internet Initiatives

Table 2: List of European Future Internet Initiatives.

Initiative	Description
ARTEMIS (European Technology Platform for Embedded Systems)	The ARTEMIS JU is implementing a Strategic Research Agenda co-funded by industry, research organisations, participating Member States and the Commission's own ICT programme. With the expansion of the Internet-of-Things the field of embedded systems is important since the Things at the edge of the Internet are very often embedded systems. A key goal of ARTEMIS is to make European industry a world-leader in the field of embedded systems. Many of the technology research and development projects funded by the ARTEMIS JU are targeting devices and technologies for the Future Internet.
EFFECTS+ (SA for Security and Trust)	The EFFECTS+ initiative aims to cluster projects in the field of Security and Trust for the Future Internet and thereby enabling collaboration and information exchange in this research area. In addition to that, it coordinates the contribution of this subtopic to the overall Future Internet research in terms of FIA and other initiatives. By integrating and reviewing the intermediate results, the EFFECTS+ initiative is able to feed them into an ongoing roadmap for the agenda of future FI research.
EIT ICT Labs	The European Institute of Innovation and Technology (EIT) is a new EU instrument for promoting innovation in Europe that has established 5 innovation centers in Berlin, Eindhoven, Helsinki, Paris and Stockholm. The aim is to turn Europe into the global leader in ICT Innovation and improve quality of life through service based applications for the citizens of Europe and beyond by building joint European innovation clusters among the ICT industry and academic research. The thematic areas have a high overlap with those of the FI PPP
FIA (Future Internet Assembly)	FIA constitutes the collaboration between projects to strengthen European activities on the Future Internet, in order to ensure Europe maintains its competitiveness in the global marketplace. FIA brings together around 150 research projects (as part of FP7 Challenge 1).
FIRESTATION (SA for Experimental Facilities / FIRE)	The FIRE initiative aims to promote experimentally-driven long-term, visionary research on new paradigms and networking concepts and networking architectures for the Future Internet. FIRE integrates several projects involved in establishing a network of federated service testbeds enabling experimental research for the Future Internet. It is embedded in the FIRESTATION project, which acts as a mediator and communication driver between the research projects and potential customers of the testbeds, aiming to trigger intense collaboration between the involved parties.
IoT-i (SA on Real World Internet)	Internet of Things communities in Europe are very fragmented. The Internet of Things Initiative follows the goal to represent the first comprehensive community for IoT with members of diverse technology sectors. IoT-i aims to connect the relevant key actors to work for a common understanding and vision of the Internet of Things to strengthen the European efforts in the field of IoT in the world.
MANA	This initiative supports research in the area of Management and Service-aware Networking Architectures and aims to create a core platform as the basis for the Future Internet. By completely redesigning the current concepts of network architecture and thereby enabling services to be context-aware and self-aware, MANA is heading towards service infrastructures automatically taking care of their operational state.
NESSI (The Networked European Software and Services Initiative)	The Networked European Software and Services Initiative is the European Technology Platform dedicated to Software and Services. It unites 434 member organizations split equally between industry and academia, and includes 30% of SMEs. 6 NESSI Strategic Research projects are currently in operation, involving over 120 organizations and 4 additional projects are joining in 2010. NESSI also operates a concerted research coordination strategy whose goal is to enable each project to position itself with respect to other projects within a coherent approach to services architectures. To further contribute to the coherence of European research and avoid fragmentation of efforts, NESSI has also set up the network of National and Regional Initiatives.
SOFI (SA on Services)	SOFI aims to complement EU R&D projects focused on IoS, Software and Virtualization by supporting them efficiently. SOFI follows the goal to strengthen the position of European research as a leader in the Future Internet of Services. The initiative will build upon and complement current efforts around the Future Inter-

Initiative	Description
	net Assembly.

### 6.1.2. European Transport and Logistics Initiatives

Table 3: List of European Transport and Logistics Initiatives

Initiative	Description
Alliance for European Logistics	The industrial alliance brings together both the major providers of logistics services in Europe as well as global companies that rely on efficient logistics for the successful execution of their business operations. By adopting existing and future transport technologies, the alliance envisions a step-change in the business and environmental efficiency of Europe's industrial base. This innovation would be characterized by integrated supply chain networks providing transparency across different modes and encouraging information exchange among different players in the supply network.
ARUS – Logistics (Advanced Research on Urban Systems)	The University of Duisburg-Essen decided to concentrate on the field "Urban Systems" as one of several focuses. ARUS, founded in 2010, is the related doctoral program that follows the aim to explore the changes in urban areas from a specific view as well as with an interdisciplinary background and offers doctoral students diverse possibilities for national and international research.
ASIM (Work Group Simulation)	ASIM is a working group especially for simulation and modeling. Its aims are to enhance the connection between theoretical approaches and practical implementations as well as to advance existing concepts. ASIM consists of different sections that concentrate on specific parts of the diverse fields of simulation and modeling.
BME (German Association Materials Management, Purchasing and Logistics)	The BME associates about 7,500 members from single persons to SMCs and top German enterprises related to the topics of materials management, procurement and logistics. BME aims to offer a network for these participants to communicate and exchange their experiences. This involves diverse services e.g. meetings and conferences to connect its members.
BVL (German Logistics Association)	The BVL associates more than 10,000 members from every logistics-related sector in Germany. It is a neutral platform for managers to link up and exchange with others in the field of logistics and across borders of companies and organizations. The German Logistics Association stands for efforts in forward-looking concepts and gives impulses to the German and international logistics-sector. BVL is a platform for exchanging ideas and experiences among executive managers and offers diverse services around the logistics-sector.
Initiativkreis Ruhr (Interest group of the metropolitan Ruhr area)	The Initiativkreis Ruhr is an association of about 60 leading companies in the German metropolitan area called "Ruhrgebiet". The initiative aims on the concentration of economical know-how to create forward-looking strategies and business concepts to strengthen the region around the river Ruhr.
Logistics Cluster NRW	The Logistics Cluster NRW is an initiative of the German federal state of North-Rhine Westphalia involving a great diversity of partners from the logistics business. By driving an intense collaboration and information exchange between the various companies and research facilities, the initiative aims to make the state NRW Europe's most successful area in logistics services. The Logistics Cluster NRW therefore supports the formation of a logistics community, drives political, technological and economic strategies and aims to enhance the logistic business' image of the federal state.
LogistikRuhr	This logistics initiative of the German federal state of North-Rhine Westphalia aims to develop the collaboration between the logistics research and business parties by identifying pressing challenges in the logistics business, transforming them into research questions and finally conducting a fast implementation of the results. By applying this strategy, the initiative wants to preserve the local firm's competitiveness and thus ensure business growth and job safety. It focuses on topics such as logistics-as-a-service, urban logistics and sustainability.
SUPPORT	The SUPPORT project aims to tackle the challenges of an efficient and safe handling on ports, considering both potential threats on passenger life and economic damage due to unlawful attacks on port facilities. The current challenges existing due to the complexity of operational modalities of sea and hinterland traffic and the lack of efficient organizational and technological interfaces are faced by engaging representative stakeholders to guide the development of next generation solutions for upgraded preventive and remedial security capabilities in European ports. SUPPORT will deliver public formal specifications and open standards based tools that will aid security upgrade in EU ports and will be complementary to and usable by other EU projects and initiatives in this area.

Initiative	Description
VDI – Working Group SCM (Association of German Engineers)	The working group discusses current trends in Supply Chain Management and related sectors. By involving students from various logistic-related disciplines, the group tackles the challenges evolving from the high interaction of different companies and especially focuses on the support by IT systems.
VDMA (German Engineering Federation)	The trade association for materials handling and logistics systems of the VDMA subsumes about 200 companies and hence is Europe's biggest association in this business area. It offers several services to their member companies, including information exchange, business marketing and market analysis in the field of intralogistics. Additionally, they hold international contacts by contributing to the European Federation of Materials.
WGTL (German Scientific Society for Logistics Engineering)	The German association WGTL aims to drive technological innovation in the logistics sector by conducting a cooperative research and development for supporting the logistic companies in meeting their customer's requirements. The association is a cooperation of various German professors, each holding a professorship for logistic-related research areas and hence represents a multidisciplinary and academic initiative supporting innovation in the logistics area.

### 6.1.3. European Agri-Food Initiatives

Table 4: List of European Agri-Food Initiatives

Initiative	Description
AEF – Agricultural Industry Electronics Association	The AEF was founded in 2008 by seven agricultural equipment manufacturers, among which the largest three; John Deere, CNH and Agco and European based companies; Kverneland, Krone, Pöttinger and Claas. In the meantime around 120 manufacturers and organizations participate. The AEF will provide the consistent sponsorship and support needed to implement electronic standards in agriculture, after they've been developed and accepted through the International Standards Organization (ISO) process.
AFITA - Asian Federation of Information Technology in Agriculture	Asian (incl. Australia) association for the promotion of IT in agriculture and the food sector
agriXchange	agriXchange is a EU-funded coordination and support action to setup a network for developing a system for common data exchange in the agricultural sector.
CIGR - International Commission of Agricultural Engineering	International engineering association that acts as umbrella to regional associations from Europe and all over the globe
EAAE - European Association of Agricultural Economists	The European association that integrates scientists that are engaged in all economic aspects around agriculture, food chains and policy
Edi-Teelt Plus Standaard	EDI-Teelt is a Dutch-language XML schema. Its modelling methodology is message-based and based on legacy formats.
EFITA - European Federation for Information Technologies in Agriculture, Food and the Environment	European association for the promotion of IT in agriculture and the food sector. It represents the major meeting point for scientists and business stakeholders with national member associations all over Europe
Ernährung.NRW – Cluster on collaboration in regional food chains in Northrhine-Westphalia, Germany	An initiative by the ministry in the state of NRW/Germany with support of the EU which brings together all stakeholders in the food industry to promote innovation and competitiveness.
European Platform Transparent Food	An internet platform that evolved from the European project Transparent_Food (FP7) and integrates different European transparency initiatives.
European Technology Platform (ETP) 'Food4Life'	The European meeting place for industry and research to identify challenges and needs for action and research. Managed by the European association of the food and drinks industry.
FIAB- (Spanish Federation of Industries Food and Drink)	FIAB is composed of more than 50 industry associations that group over 8,000 companies. They work at national, Community and international areas like internationalization, R & D + i, legislation and food safety, agricultural policy, environment, nutrition, education, taxation

Initiative	Description
	and communication, always in the interest of promoting the improvement of the competitiveness of this industry.
FoodNetCenter	International Center for Food Chain and Network Research, University of Bonn
FoodNetCenter - International Center for Food Chain and Network Research, University of Bonn	An international center that coordinates many food chain initiatives in Germany and on a European scale building on joint engagements by research and industry
Freshfel Europe	The European Fresh Produce Association, is the forum for the fresh fruit and vegetables supply chain in Europe and beyond. It has about 200 members who represent all segments of the fresh produce trade: import, export, wholesale, distribution and retail. (www.freshfel.org)
GIL - German Association for Informatics in Agriculture	Meeting place for scientists and business stakeholders engaged in the promotion of IT in agriculture and the food sector.
Greenport Digital Community	Within the Greenport Digital Community (Dutch: Tuinbouw Digitaal) the Dutch sector eBusiness organisations Florecom, Frug I Com and Edibulb are working together with the Dutch Ministry of Economic Affairs, Agriculture and Innovation (EL&I), the Wageningen UR and the Product Board of Horticulture to: connect the knowledge present in the sectors and that of all projects currently running; accelerate the use of information standards at companies within the sectors; disseminate knowledge to all stakeholders, i.e. horticulture companies, trading companies, service providers, and knowledge and educational centres, etc. (www.tuinbouwdigitaal.net)
IFAMA - International Food and Agribusiness Management Association	The global association of stakeholders in the food chain with leading engagement of industry from around the globe and close relationships with Harvard Business School
INFITA - International Network for Information Technology in Agriculture	The International Network of associations engaged in the promotion of IT for agriculture and the food sector with European participation (EFITA)
International Forum on System Dynamics and Innovation in Food Networks (fooddynamics)	Annual international and European scientific conference on food sector management and policy issues.
ISO/TC23/SC19	ISO/TC23/SC19 is responsible for standardization of data exchange with and between farm equipment. Their Working Group 1 (WG1) concerns mobile farm equipment, i.e. tractors and implements and developed a standards ISO11783, also known as ISOBUS. WG5 has as task the standardization of all wireless communication in agriculture, ranging from wireless sensors implanted in animals to fleet management of farm machinery.
PANAFITA - Pan-American Federation for Information Technology in Agriculture	PanAmerican (North and South) association for the promotion of IT in agriculture and the food sector
SCALE – Step Change in Agro-food Logistics Ecosystems	SCALE aims at increasing North West European (NEW) economic competitiveness and improving environmental sustainability of food and drink supply chain logistics in the context of rising food demands, increasing energy prices and the need to reduce environmentally damaging emissions. Moreover, SCALE aims at developing a collaborative framework that will enable companies in food supply networks to work together on logistic strategy and operations in a way that they holistically embrace the concept of sustainability.
Spanish Technology Platform Food For Life Spain	Spanish Technology Platform Food for Life Spain operates in Spanish food sector and aims to collaborate with public authorities to prioritize research needs framed in aid policies applicable to the sector and on the other, fostering collaboration among its members on projects R & D + i through public-private partnerships, both nationally and internationally, in addition to helping the commercialization of its results.
Union Fleurs	International Flower Trade Association. Full member countries: Austria, Belgium, Colombia, Denmark, Germany, Israel, Italy, Kenya, Morocco, The Netherlands (VGB, see Florecom), Norway, Spain, Sweden, Switzerland, Turkey. Additional associate member countries: Japan, USA. (www.unionfleurs.org)
WCCA - World Conference on Computers in Agriculture	An initiative of leading European and International associations with engagement in IT for agriculture and the food sector coordinated by the network organization INFITA including EFITA (Europe), AFITA (Asia), PanAFITA (America), CIGR (Engineers), IAALD (information

Initiative	Description
	specialists), FAO (United Nations)

## 6.2. List of Target Conferences, Events, and Journals

Table 5: List of relevant Conferences for Dissemination

Name of Event	Brief Description	Target audience / communities
BPM	Business Process Management Conference	Service engineering, Business engineering
CAiSE	Int'l Conference on Advanced Information Systems Engineering	Software engineering, Service engineering, Information systems
CITY LOGISTICS	International Conference on City Logistics	Transportation & Logistics
DEBS	ACM Distributed Event-based Systems	Software engineering, Complex Event Management
ECITL	European Conference on ICT for Transport Logistics	Transportation & Logistics
ECPA	European Conference on precision agriculture	Precision Agriculture
EFITA	European Conferences on IT in Agriculture, Food and the Environment	Stakeholders in agriculture and food
EMSOFT	ACM & IEEE Conference on Embedded Software	Internet of Things
ESEC	European Software Engineering Conference	Software engineering
EuroSSC	European Conference on Smart Sensing and Context	Sensing and Context Acquisition
FIS	Future Internet Symposium (under the umbrella of several EU projects)	Future Internet, Software and services engineering, Semantic technologies
FNMS	Future Network and Mobile Summit	Future Internet Technologies, Integrated Satellite Communications, Internet of Things and Machine to Machine
fooddynamics	International Forum on System Dynamics and Innovation in Food Networks	Agriculture & Food Production (Domain & IT Experts)
ICSE	International Conference on Software Engineering	Software engineering
ICSOC	International Conference on Service Oriented Computing	Service-oriented computing
ICTLE	International Conference on Traffic and Logistic Engineering	Transportation & Logistics
ICWS	IEEE International Conference on Web Services	Service-oriented computing
IECS	International Conference on Enterprise Information Systems	Decision Support, Systems Integration, Enterprise Architecture, Human Factors
LEITS	International Conference on Logistics Engineering and Intelligent Transportation Systems	Transportation & Logistics
LISS	International Conference on Logistics, Informatics and Service Science	Transportation & Logistics
LM-SCM	International Logistics and Supply Chain Congress	Transportation & Logistics
MCPC	International Conference on Mobile Communications and Pervasive Computing	Internet of Things
MobiCom	International Conference on Mobile Computing and Networking	Internet of Things
RE	Requirements Engineering Conference	Software engineering

Name of Event	Brief Description	Target audience / communities
SERP	International Conference on Software Engineering Research and Practice	Software engineering
ServiceWave	European conference under the umbrella of the NESSI, eMobility, EPoSS, ISI and NEM.	Service engineering, Software engineering, Grid computing, Business engineering
TRANSLOG	Conference for transportation and logistics leaders from academia, government and the private sector featuring noteworthy domestic and international participants	Transportation & Logistics
UbiComp	ACM International Conference on Ubiquitous Computing	Pervasive, wireless, embedded, wearable, and/or mobile technologies that bridge digital and physical worlds

Table 6: List of relevant journals for scientific dissemination

Journal
<b>Software engineering</b>
Journal of Systems and Software
Journal of Automated Software Engineering
Software Engineering Journal
European Journal of Information Systems
<b>Business Process Management</b>
Elsevier Information Systems Journal
Supply Chain Management: An International Journal
ACM Transactions on Information Systems
<b>Service-based computing</b>
Journal of Systems and Software
International Journal of Web and Grid Services
Journal of Computing and Information Technology
ACM Transactions on the Web
<b>Internet of Things</b>
IEEE Transactions on Mobile Computing
International Journal of Mobile and Wireless Computing
<b>Application Areas</b>
IEEE Transactions on Intelligent Transportation Systems
Computers and Electronics in Agriculture

Journal
Computers in Industry
Future Generation Computer Systems

Table 7: List of relevant Industrial Events and Trade Fairs for Dissemination.

Name of Event	Brief Description	Target Audience / Communities
AgriTechnica	World's largest exhibition on farm machinery, with a lot of attention to precision farming technology.	Farmers, traders, machinery manufacturers (incl. R&D staff)
ANUGA	International fair for the food industry in Cologne	Production, Management
CeBIT	World's largest trade fair and exhibition on ICT.	ICT in general addressing industry and academia
CeMAT	The world's leading fair for intralogistics	Intralogistics
CILF	China International Logistics and Transportation Fair	Logistics, Transportation
Cool Chain Europe	Conference for professionals meeting to talk about problems and solutions for cooled transport chains	Transport
DLK	German Logistics Congress ( <i>ger. Deutscher Logistik-Kongress</i> )	Logistics
Dortmunder Gespräche	German Congress on IT for the logistics domain	Logistics, Traffic, Retail, IT, Telematics, Manufacturing
Fruit Logistica	International annual fair for the Fruit and vegetable industry	Production, Management and Marketing
Holland Transport & Logistics Show	The show updates on developments in logistic service providing, logistic infrastructure, logistic real estate, logistic information technology and equipment as well as sustainability issues in the logistics chain	Logistics, ICT, Sustainability
Hortifair, Amsterdam	International trade fair for Technology, Innovation and Inspiration in Horticulture. The Horti Fair has about 25.000 visitors from 65 countries and 600 exhibitors from 32 countries. <a href="http://www.hortifair.com">www.hortifair.com</a>	Floricultural Industry and Solution Providers
IAME	International Association of Maritime Economists	Maritime logistics
Intermodal South America	Leading integrated exhibition and conference event for international trade, logistics, transport and cargo handling in Latin America	International trade, Logistics, Transport, Cargo handling
International Freight Week	International Freight Week is the only event in the Middle East that covers the entire transport and logistics industry	Transport and Logistics
ITS World Congress	The World Congress on Intelligent Transport Systems for world's leading transportation policy makers, technology, and business professionals.	Transport systems
LDIC	International Conference on Dynamics in Logistics	Identification, analysis, and description of the dynamics of logistic processes and networks
LDK	Logistics Service Congress of St. Gallen ( <i>ger. St.Galler Logistikdienstleistungs-Kongress</i> )	Logistics
Log	EHI/GS1 Germany Retail Logistics Congress for Retail, Manufacturing and Service ( <i>ger. Handelslogistik Kongress</i> )	Logistics, SCM
LOGICON	Retail and FMCG Global Logistics & Supply Chain Conference	Logistics, SCM
LogiMAT	German trade fair for distribution, material and information flow	Intralogistics
Logitrans	Transport Logistics Fair	Transport, Logistics



Name of Event	Brief Description	Target Audience / Communities
LOGITRANS	Madrid Logistics and Transport Forum	Transport, Logistics
SAP Sapphire	SAP's educational and networking customer event.	ICT in general, addressing senior executives and business managers
SAP TechEd	SAP's technical education customer conference.	ICT education, addressing IT managers, developers, administrators & business experts
SCL Europe	European Supply Chain and Logistics Summit	SCM, Logistics, RFID, SOA
SCMLogistics	Asia's most established logistics & supply chain conference	Logistics, SCM
SIL	International Logistics and Material Handling Exhibition	Logistics, Material handling
SITL	Trade show for Logistics Solutions	Transport, Warehousing, Logistics platforms, Technologies and Information Systems
SOLE	Annual International Logistics Conference and Exhibition (Global Logistics Sustainability)	Sustainability, Logistics
Supply Chain Technology Forum	The leading forum for Supply Chain Technology decision makers	SCM
Systems	A professional business-to-business exhibition for the ICT market.	ICT in general, addressing industry professionals
transport logistic	The most important exhibition for logistics, mobility, IT and supply-chain management in the world.	Logistics, Mobility, IT, SCM
Urban Transport World	Urban Transport World Australia focuses on policy, strategy and innovation for urban transport planning and delivery.	Urban Transport

### 6.3. Flspace Public Project Website Screen Shots

**Flspace: Future Internet Business Collaboration Networks in Agri-Food, Transport and Logistics**

**Business-to-business networks**

A collaboration manager for business-to-business networks that supports the planning and execution of business operations from a global perspective with message-based coordination among the involved business partners

[Read more](#)

*Project Proposal Objective FLICT-2011.1.6 Use Case scenarios and early trials*

Experience from industry and insights gained during Phase I of the FI PPP provide strong evidence for the need and opportunities of supporting collaborative business networks by means of Future Internet technology. Such opportunities include the increased efficiency, effectiveness and sustainability of business activities, as well as reduced barriers for business participation of small and medium enterprises (see Figure 1).

The objectives of Flspace are to drive the development of an integrated and extensible collaboration service together with an initial set of domain applications, thereby establishing the standard for supporting and optimizing inter-organizational business collaboration in global transport, logistics, and agri-food business.

These objectives will be achieved through leveraging and capitalizing on the outcomes of two successful Phase I use case projects – Finest and SmartAgriFood –, as well as by utilizing the generic enablers available from the FI PPP Core Platform (FI-WARE). Successful achievement of these objectives will be demonstrated through extensive trial experiments in the domains of agri-food and transport and logistics businesses that comprise diverse trial sites, usage scenarios, and stakeholders.

**Future Internet will facilitate:**

- ... seamless B2B Collaboration (information exchange, communication, coordination of activities)
- ... rapid & easy development of customized solutions at minimal costs
- ... quick formation & evolution of open business networks

**Stakeholders and Features:**

- Production Plants
- Consultants
- Forwarder
- Carriers
- Consumers
- Banks
- Insurances
- Customs Authorities
- Ports

**Features:**

- Collaboration & Communication
- Machine-2-Machine Communication
- High-Quality Customer Applications
- New Services & Apps
- End-2-End Visibility

**Logos:**

- European Union
- FUTURE INTERNET PPP
- SEVENTH FRAMEWORK PROGRAMME
- facebook
- LinkedIn
- twitter

Figure 2: Flspace Homepage

Figure 3: Flspace Homepage


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[FIspace](#)
[Overview](#)
[Project Set-up](#)
[Business Relevance and Impact](#)
[Project Partners](#)
[Contact](#)

## FIspace: Future Internet Business Collaboration Networks in Agri-Food, Transport and Logistics

### Monitoring and tracking on the basis of data integration

Integrated techniques for monitoring and tracking on the basis of data integration from the Internet of Things, including sensor systems and smart item technologies accessible via FI-WARE generic enablers

[Read more](#)



*Project Proposal Objective FLICT-2011.1.8 Use Case scenarios and early trials*

Experience from industry and insights gained during Phase I of the FI PPP provide strong evidence for the need and opportunities of supporting collaborative business networks by means of Future Internet technology. Such opportunities include the increased efficiency, effectiveness and sustainability of business activities, as well as reduced barriers for business participation of small and medium enterprises (see Figure 1).

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Figure 4: FIspace Homepage



Figure 5: Flspace Homepage


Sign in


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Business Relevance and Impact
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## FIspace: Future Internet Business Collaboration Networks in Agri-Food, Transport and Logistics

**Extended and customized for specific stakeholder demands**

The FIspace service is an open service that can be extended and customized for specific stakeholder demands by integrating domain apps (similar to the iPhone and Android business models)

[Read more](#)



*Project Proposal Objective FLICT-2011.1.8 Use Case scenarios and early trials*

Experience from Industry and insights gained during Phase I of the FI PPP provide strong evidence for the need and opportunities of supporting collaborative business networks by means of Future Internet technology. Such opportunities include the increased efficiency, effectiveness and sustainability of business activities, as well as reduced barriers for business participation of small and medium enterprises (see Figure 1).

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Figure 6: FIspace Homepage


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## Fispace: Future Internet Business Collaboration Networks in Agri-Food, Transport and Logistics

### Collaboration and mash up services

A domain app store facilitates the marketing of targeted applications that take advantage of the collaboration and mash up services of the Fispace and its underlying FI-WARE generic enablers

[Read more](#)



*Project Proposal Objective FLICT-2011.1.8 Use Case scenarios and early trials*

Experience from industry and insights gained during Phase I of the FI PPP provide strong evidence for the need and opportunities of supporting collaborative business networks by means of Future Internet technology. Such opportunities include the increased efficiency, effectiveness and sustainability of business activities, as well as reduced barriers for business participation of small and medium enterprises (see Figure 1).

The objectives of Fispace are to drive the development of an integrated and extensible collaboration service together with an initial set of domain applications, thereby establishing the standard for supporting and optimizing inter-organizational business collaboration in global transport, logistics, and agri-food business.

These objectives will be achieved through leveraging and capitalizing on the outcomes of two successful Phase I use case projects – Finest and SmartAgriFood –, as well as by utilizing the generic enablers available from the FI PPP Core Platform (FI-WARE). Successful achievement of these objectives will be demonstrated through extensive trial experiments in the domains of agri-food and transport and logistics businesses that comprise diverse trial sites, usage scenarios, and stakeholders.



### Future Internet will facilitate:

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- ... quick formation & evolution of open business networks





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Figure 7: Fispace Homepage



**Flspace**  
Business Collaboration

Sign In |

Flspace Overview Project Set-up Business Relevance and Impact Project Partners Contact

## Flspace: Future Internet Business Collaboration Networks in Agri-Food, Transport and Logistics

### Integrated security and privacy management

Role-based views for the individual participants in the business networks along with integrated security and privacy management for fine-grained access control to confidential information

[Read more](#)

*Project Proposal Objective FLICT-2011.1.6 Use Case scenarios and early trials*

Experience from Industry and insights gained during Phase I of the FI PPP provide strong evidence for the need and opportunities of supporting collaborative business networks by means of Future Internet technology. Such opportunities include the increased efficiency, effectiveness and sustainability of business activities, as well as reduced barriers for business participation of small and medium enterprises (see Figure 1).

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**Future Internet will facilitate:**

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- ... rapid & easy development of customized solutions at minimal costs
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**Features**

- Collaboration & Communication
- Machine-2-Machine Communication
- High-Quality Customer Applications
- New Services & Apps
- End-2-End Visibility

**Stakeholders:** Production Plants, Consultants, Forwarder, Carriers, Consumers, Banks, Insurances, Customs Authorities, Ports.

Figure 8: Flspace Homepage



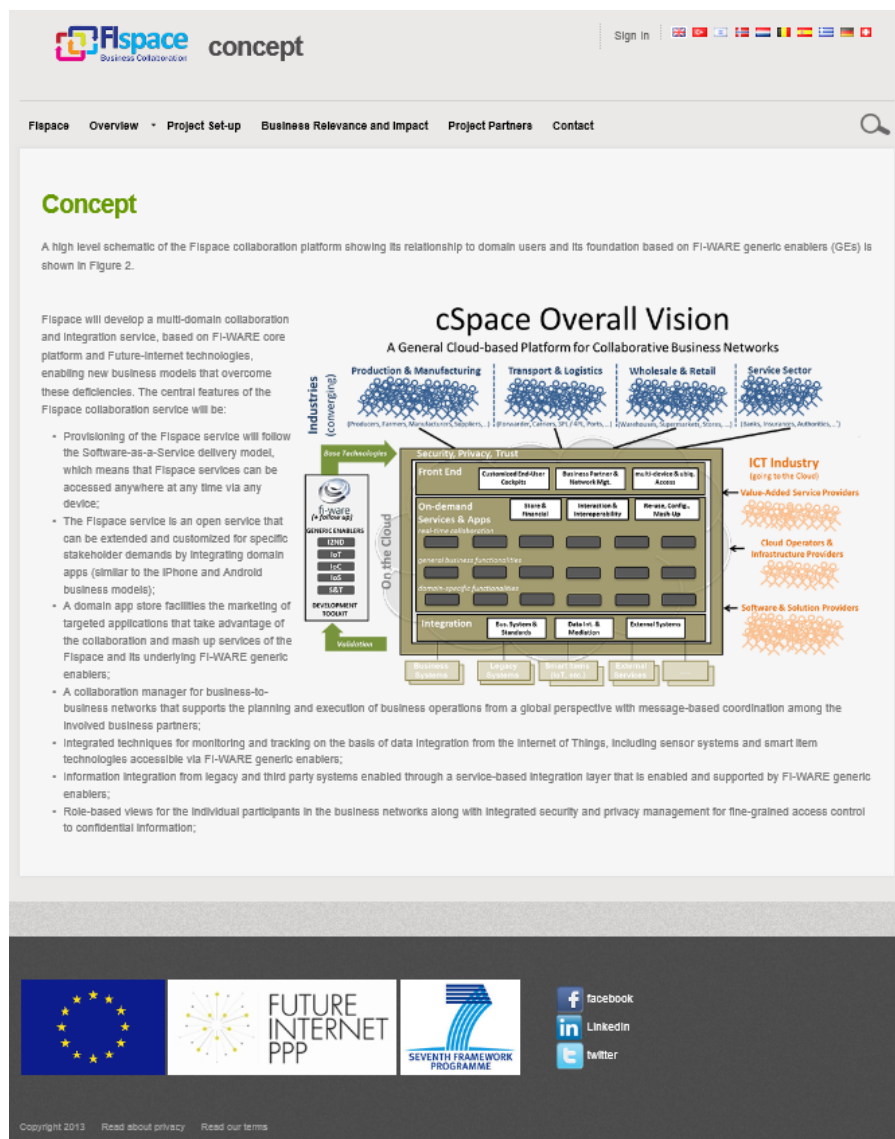


Figure 9: FIspace Website – Concept

Figure 10: Flspace Website – Project Set-Up

**FIspace Business Collaboration** Business Relevance and Impact | Sign In |

FIspace Overview **Project Set-up** Business Relevance and Impact Project Partners Contact

## Business Relevance and Impact

Modern international business is a highly competitive endeavor where resource constraints require organizations to partner with one another to efficiently and effectively address customer needs. In this dynamic market new challenges continually arise, particularly due to increasing customer expectations for personalization and cost reduction. Current ICT technologies are either too limited or not capable of properly supporting this evolution of customer requirements. The envisioned integrated collaboration platform will facilitate the following business benefits:

- **Better satisfy customer requirements, such as:**
  - End-to-end visibility and event management,
  - Enhanced monitoring and tracking of goods as they move along the value chain,
  - Less costly and better tailored offers goods and services,
  - Significantly reduced waste of perishable products,
  - Immediate notification of deviations and the occurrence of hazardous events,
  - Lower environmental impacts through increased network efficiencies, and
  - More transparent operations.
- **Substantially increase business efficiency and optimization throughout the entire value chain by:**
  - Significantly reducing manual efforts for planning and replanning,
  - Enhancing interoperability among heterogeneous systems based on business standards,
  - Automating support for coordination of operational activity execution,
  - Providing accessibility anywhere and anytime via any device, and
  - Facilitating the rapid identification and contracting of capable business partners.
- **Facilitate new business opportunities by:**
  - Providing more efficient and transparent service offer management,
  - Optimizing partner contract negotiations,
  - Facilitating new business partner interactions and collaboration opportunities, and
  - Providing access to true end-to-end business and consumer performance metrics.

The project will use the proposed trials to extend the currently established domain related communities from Finest and SmartAgriFood and engage new partners to build user understanding of how the service will contribute to their value propositions. In addition, an aggressive outreach program is planned to bring the results of the trial experiments to users in locations other than the experimentation sites. This outreach program will leverage the relationships built up by ENOLL, a consortium partner, in establishing the European network of living labs to extend the reach and message of the project into every corner of the European Community.

In addition to actual consumers of the services of FIspace, the project plans an early release of the specifications for developing domain applications for the FIspace application store. This release will be made to the public at large, as well as to the other FI PPP trials projects, and aggressively promoted to begin attracting ecosystem participants from all relevant domains. Through this "jump start" process it is hoped that new participants can be attracted to the FIspace concept and begin establishing the ecosystem of developers and users necessary for the business model of the project.

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Figure 11: FIspace Website – Business Relevance and Impact

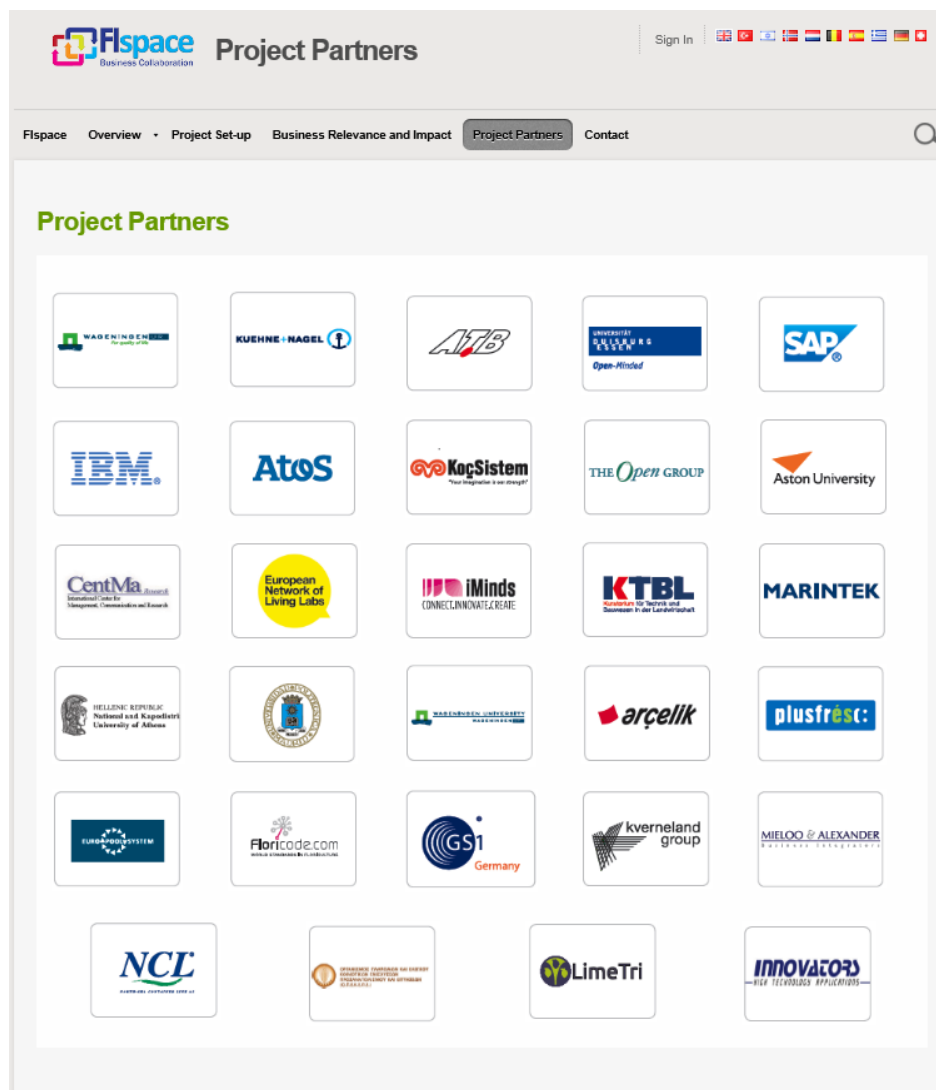




Figure 12: FIspace Website – Project Partners


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First Name	<input type="text"/>
Full Name	<input type="text"/>
E-Mail	<input type="text"/>
Company	<input type="text"/>
Job Title	<input type="text"/>
Business Phone	<input type="text"/>
Home Phone	<input type="text"/>
Mobile Number	<input type="text"/>
Fax Number	<input type="text"/>
Address	<input type="text"/>
City	<input type="text"/>
State/ Province	<input type="text"/>
ZIP/ Postal Code	<input type="text"/>
Country/ Region	<input type="text"/>
Web Page	<input type="text"/>
	<a href="#">Click here to insert a hyperlink</a>
Comments	<input type="text"/>

Figure 13: Flspace Website – Contact



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