CloudOpting

Migration of Open Public Services to the Cloud and Provision of Cloud Infrastructures

Deliverable D6.3.3 - Dissemination Activities Annual Report

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Acronyms & Abbreviations

Concept	Definition
DoW	Description of Work of the project (Annex I of the Grant agreement no. 621146)
EC	European Commission
CIP	Competitiveness and Innovation Framework Programme
PSP	Policy Support Programme
FP7	The Seventh Framework Programme for Research and Technological Development (2007-2013)
WP6	Dissemination Workpackage

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Executive Summary

This dissemination activity report for Year 3 highlights the CloudOpting dissemination activities accomplished during the period covering M25-M36. The document is intended for both an internal and external audience.

In general terms, in this period we focused on getting the understanding and the engagement on the project to our target audiences. Much of the effort during this last year was oriented mainly to design, prepare and execute the activities for the "CloudOpting Hackathon", as well as the Workshop in Barcelona. WP6 leads and coordinates all the activities of this events with contributions from all the partners.

The main dissemination events during Year3 were the series of Hackathons. The aim of the hackathon was to validate the platform and the associated business model, and receive feedback from potential users of CloudOpting. Furthermore, it aimed to increase and spread the knowledge of the business opportunities of this new Public Services Marketplace. Therefore, the Hackathon series had been designed with two different approaches; the first one has a technical and business validation approach, and the second is oriented towards a dissemination and exploitation approach. A specific dissemination plan was defined to ensure the achievement of the goals of the Hackathon and many materials were produced for the Hackathon. Over 80 participants attended the Hackathon in the 2 cities and relevant feedback was received.

Some feedback recieved from the Hackathon has been used as input of the Workshop of Barcelona "The creation of an EU open source cloud" that was held at the end of the project to present the results of CloudOpting. The audience of the workshop exceeded 90 attendees and were very participative in the interactive exercise based on the model Service Blueprint with the aim of obtaining a Service Blueprint of CloudOpting.

The dissemination activities during this period were focused on increasing the visibility of CloudOpting through the Hackathon event, and continuing activities related to contact with potential customers of the CloudOpting Platform. More than 95 F2F meetings have been done during this last year of the project. The members of the consortium have attended 21 national and international events to present the project and liaise with other initiatives from the cloud area. During these events, the interest in the project has been high. To increase the CloudOpting knowledge, three newsletters have been released to inform the community about the CloudOpting activities.

The website and the social media statistics ended much higher than planned, which indicates that the impact achieved was above expectations. We have started with 1,900 sessions by year in Year1 and we have finished with 6,425 sessions by year in Year3. We have also finished the project with a relevant increase of followers and engagements on Twitter. CloudOpting has increased from an average of 63 followers in Year1, to 254 in Year2, and475 followers in Year3. The most important qualitative improvements in Year3 with regards to the social media dissemination impact has been the increase of the Twitter profile visits which it has gone from 849 Year1 to about 8.444 Year3.

1. Introduction

CloudOpting is a three year EU CIP-funded initiative which aims to increase the use of cloud computing by public administrations through the provision of a shared platform to which civic institutions and government bodies can migrate existing IT systems or applications and services to the cloud. The kick-off of the project was in March 2014. The 10 partners in the project include Public Administrations, Cloud technology providers, integrators and City services providers and consultants.

CloudOpting aims to reach the following objectives (from DoW):

- Deployment and migration of innovative cloud services
- To deploy a Shared Cloud Based Open Platform as a Service
- Replication of common and shared services as well as components through state members.
- To implement 4 pilots in 4 different cities in EU.
- To provide stakeholders with tools for building Smart Cities Services.
- To provide a full business case and anticipation of the foreseen impact of the project.

To contribute to this ambitious objective, CloudOpting will perform eleven replicable experiments, taking into account the needs of both private companies and public administrations to have a complete view of the process, which will highlight the complexities of migration to Cloud Computing systems and technologies. The results and conclusions related to these experiments will contribute to establish common strategies, methodologies, standards and innovative cloud-based services through an open platform.

To ensure dissemination was not marginalised, the WP6 leaders held weekly teleconferences where marketing and dissemination topics and strategies were discussed and decided. The meetings have routinely recorded attendance rates of 85% showing the commitment of the consortium to dissemination activities.

This deliverable describes the outcomes obtained by the CloudOpting project during its second year as a result of the dissemination strategies planned at the beginning of the project, featured in *D6.1 Dissemination Plan*. The dissemination activities have focused on consolidating the project's core concepts with the wider European community in the multi-cloud domain, and establishing the visibility of the project at an international level.

The first section *"Dissemination objectives and target audience"* reviews the dissemination objectives followed to promote the project's outcomes among the identified target audiences. The second section *"Progress towards objectives"* describes in detail the dissemination activities carried out during the last year of the project. The following section is "*Key Performance Indicators*" where we have grouped the performance indicators for dissemination in the activities undertaken, and evaluated the degree to which they have achieved their intended goals. The final section is the "*Concluding remarks*" where we make a general assessment of the Year3. The Annex presents an overview of the metrics and a wide list of *Events Reports* accomplished during Year3.

1.1 Dissemination objectives and target audience

The major objective of the CloudOpting dissemination is to undertake the necessary activities to effectively increase stakeholder awareness to maximize the impact of the project and promote the adoption/exploitation of its outputs. In particular, dissemination actions aim to implement the appropriate e-tools for easy communication and to disseminate information among the CloudOpting beneficiaries and other stakeholders with interests in cloud adoption for public services.

As stated in the revised *D.61 Dissemination Plan [1]*, the CloudOpting dissemination strategy is constructed around three central project objectives:

(1) Increase the understanding and impact of CloudOpting in a wider European community.

(2) Make external project stakeholders aware of the advantages to increase the usage of cloud computing by public administrations.

(3) Promote the benefits of the CloudOpting platform to stakeholders with potential business interest in the final project output.

Disseminated information is directed to project beneficiaries (internal dissemination), the scientific community, public administrations and cities, industry, partners in other projects, and the wider European community.

CloudOpting in particular identified three key roles that will both enable and sustain the functionality of the cloud platform:

1. **Service Subscriber** – entity that wants to consume a service from the CloudOpting Service Catalogue/Marketplace.

2. **Service Provider** – entity that is responsible towards the Service Subscriber, for the end-to-end provision of a CloudOpting service.

3. **Platform Provider** – entity that wants to operate a cloud environment where the CloudOpting Service Catalogue is running

It has to be taken into account that these three main roles comprise different typologies of customers.

A complete description of potential welfares to target groups and stakeholders is provided in Deliverable 6.1 Dissemination Plan.

1.2 Timeline

The activity of WP6 is a continuation of the work undertaken when the project commenced, and will continue until it concludes. All project dissemination activities undertaken during the last year have followed the planned timeline of each dissemination channel.

Activities performed - Delayed activities

Dissemination Channels	Y1				Y2				Y3			
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
Project Image	■						■					
Website	■	■	■	■	■	■	■	■	■	■	■	■
Social Media	■	■	■	■	■	■	■	■	■	■	■	■
Press releases	■		■	■		■	■	■	■	■	■	■
Dissemination Material	■	■	■	■	■	■	■	■	■	■	■	■
Newsletter		■	▨	■	■	▨	■		■		■	■
External events		■	■	■	■	■	■	■	■	■	■	■
Main CloudOpting events			▨	■				■			■	

Table 1 - Timeline for dissemination activities

1. **Project image**, no general modifications during Y3, only some adjustments needed for the Hackathon and Workshop.
2. **Website** has being maintained through continuous updates in order to raise the visibility of the project progress and to include specific area for the Hackathon and the Workshop of Barcelona;
3. **Social media** – The social media channels provide effective interaction and information dissemination of key CloudOpting achievements during its entire duration;
4. **Press releases** – Eight press releases were published during Y3 of project;
5. **Dissemination Materials** – Several dissemination materials have been produced during the Y3, mainly to support the Hackathon and the Barcelona Workshop event.
6. **Newsletter** – A project newsletter wass published and sent to a specific target audience every six months. Three newsletters were issued during the third year of the project;
7. **External events** – The external events to be attended by the consortium members are continuously updated and depend on their relevance to the project and partners' availability to attend. Nineteen national and international events were attended during the last year of the projects duration;
8. **Main CloudOpting events** – Two CloudOpting workshops will be organized during the duration of the project – the workshop in Torino was held in M14 and the Barcelona Workshop was held in M36; Hackathons were organized during M33 and M34.

2. Progress towards objectives

To help take forward the dissemination objectives, a number of activities have been carried out, namely: Hackathon, Barcelona Workshop, Dissemination materials, Web presence, Social media presence and Networking activities.

This last year of the project is the most relevant to maximize the dissemination impact due to the important results of the work done during the previous 2 years, in order to validate them under the technological and commercial perspective.

The Hackathon and the Workshop of Barcelona have been the 2 more important elements to generate relevant impacts both in terms of the dissemination and exploitation results.

From a technological perspective, this year we have started organizing regular meetings with WP4 to maximize the impact of all the information generated by the piloting of the 4 experiments and the feedback coming from the real users and stakeholders involved. At the same time, this regular meeting has been necessary to ensure the technical requirements of hackathon. To support the achievement of the commercial objectives, activities and tasks are weekly coordinated with WP5.

In general terms, we focused on attaining the understanding and the engagement on the project of our target audiences, and to achieve a significant number of relevant agreement with new potential users that could help the sustainability of CloudOpting after the end of the project.

Overall progress at work package level

- o Hackathon definition
- o Design and prepare support material for the Hackathon
- o Define Hackathon Dissemination Plan
- o Coordinating the Hackathon related activities (Technical & Organization)
- o Barcelona Workshop definition
- o Design and prepare support material for the Workshop
- o Coordination the Workshop related activities
- o Website – This communication channel is being maintained through continuous updates;
- o Social media – Daily activities.
- o Press releases – 8 press release was published during this period;
- o Dissemination Material (Hackathon and Barcelona Workshop related)
- o Newsletter –Three newsletter was issued during this period of the project;
- o External events – Nineteen national and international events were attended during the second year of the projects duration;

2.1 Hackathon

As we planned at the end of Year2, a series of Hackathon were completed during Nov-Dec 2016. The target of the hackathon was to validate the platform and the associated business model, and receive feedback from potential users of CloudOpting. Furthermore, the aim was to increase and spread the knowledge of the business opportunities of this new Public Services Marketplace.

A specific dissemination plan has been defined to ensure the achievement of the goals of the Hackathon.

The main goals of the Hackathon were to:
1. Validate the Platform
2. Validate the Business Model
3. Receive Feedback from potential users
4. Increase the available services at the Marketplace

All of the strategies, actions and required materials have been included in the Hackathon Guide. In the next sections a summary of the Guide is presented. To have a more detailed description of each point go to the Hackathon Guide Document.

The main sections of the Hackathon:

Figure 1 – CloudOpting Hackathon Guide [1]

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[1] https://www.dropbox.com/s/nqew9vmepbpphkb/GUIDE-Hackathon.pptx?dl=0
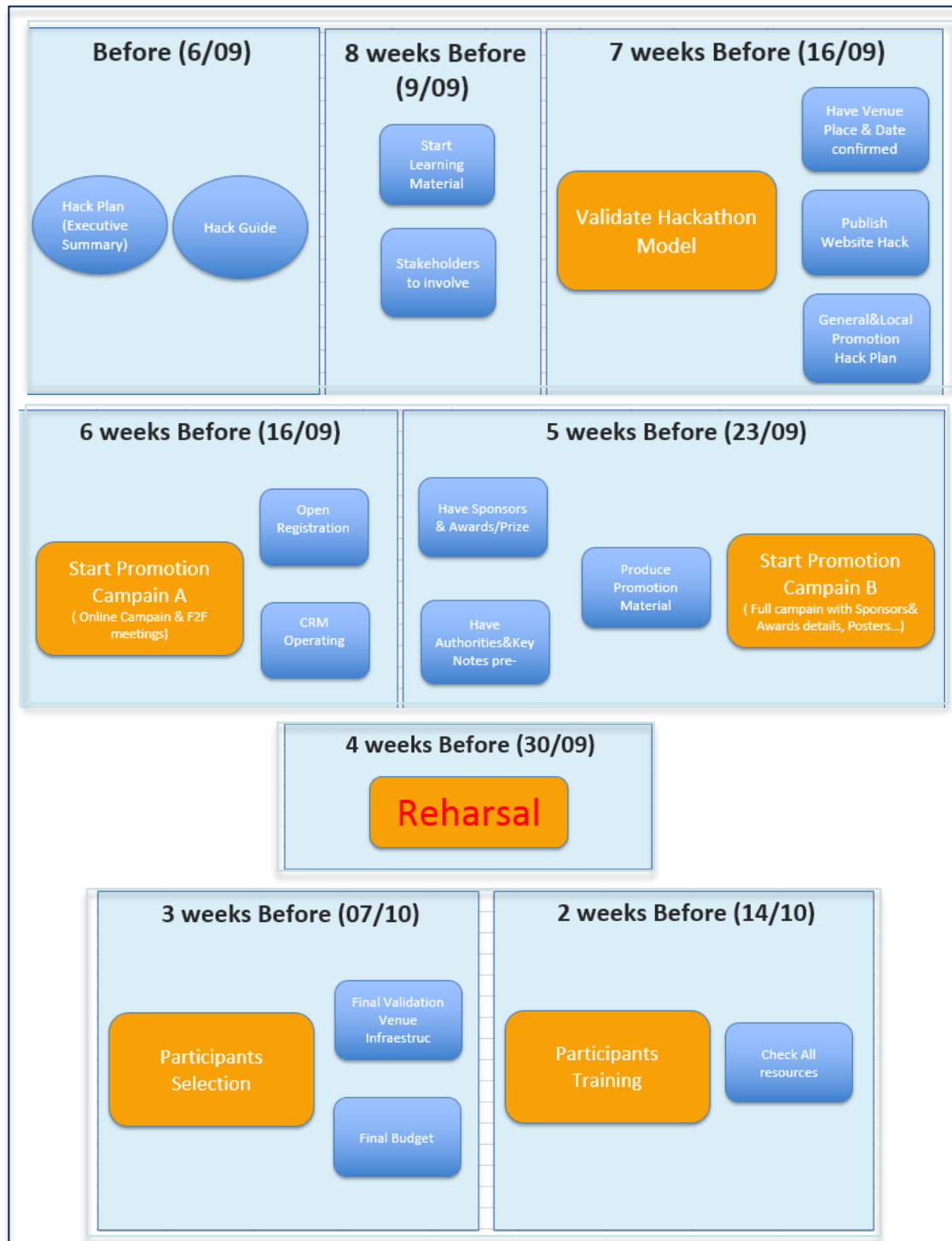
2.1.1 Event Organization

Several meetings and teleconferences have been necessary between the partners to design and prepare the Hackathon. A detailed task-list has been produced to ensure the success of the Hackathon organization. Next figure shows the main tasks planned to be done.

Figure 2 – CloudOpting Hackathon Timeline

To organize the event, we have taken into account:

- Organization Team: Who will participate and the responsibilities.
- Venues Requirements: Capacity, infrastructures, security.
- Website: all the information that the website should include.
- Awards: Types of potential awards.
- Judges & Mentors: areas to evaluate.
- Contingency Plan: some relevant issues to consider.
- Before the Hackathon: Other things we needed before the Hackathon, like a promotion strategy, CRM, etc.
- During the Hackathon: Roles needed.
- After the Event: Post event survey and others.
- Action Plan: an overview of the action plan (timeline).
- Milestones to achieve (from 7 weeks before the first event).
- Task Track: Tool to Track Task to be done.
- Technical Issues (WP4): ensure that the documentation and training are sufficient for potential users. Hardware needs during the Hackathon (virtual machines prepared). Secure the stability and functionality of the CloudOpting platform,

2.1.2 Promoting the Hackathon

As this event was not included in the existing dissemination plan, a specific dissemination plan was defined to ensure the achievement of the goals of the Hackathon.

- Promotion Strategy: Promote the CloudOpting Brand and ensure the participation at the event. We have defined the methods to achieve the objectives.
- Message Strategy: We have defined a message strategy focused on Service Providers & Service Subscribers.
- Messages: Main messages by target group.
- The Hackathon story in 5 steps.
- Dissemination Action Plan: A general and a local dissemination action plan.
- Target Market: Depending of the Digital Public Services status in each of the countries we establish different local strategies (SP, SW and UK).
- Status of the Digital Public Service in Spain, Sweden, and UK.
- Selection of Targeted assistance at the events.
- Sweden, UK, and Spain target assistance.
- Track Contacts Hackathon: have in place a CRM.

2.1.3 Promotion Material

Several materials have been designed and produced to support the promotion of the Hackathon.

- A two page **Executive Summary** of the Hackathon.

Figure 3 – CloudOpting Hackathon Guide [2]

- **Presentations:** We have produced two presentations to support the promotion of the Hackathon:

  - A new PowerPoint© oriented to present the Hackathon, with the follow sections:
    - Why this Hackathon?
    - General Objectives of the Hackathon
    - The Reason of this Hackathon for Service Providers
    - The Reason of this Hackathon for Service Subscribers
    - Hackathon Phases
    - What we need from Service Providers
    - What we need from Service Providers
    - Locations

  - An update of the presentation of the CloudOpting Project:
    - What is CloudOpting?
    - The Project
    - Basic Information
    - Project's Objectives
    - Project's Impacts
    - Project's Experiments
    - Project's Added Value and Benefits
    - Complementary information

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[2] https://www.dropbox.com/s/zyfnqrew5vrjvvs/Executive%20Summary%20Hackathon-v05.pdf?dl=0

o **Letter of Invitation**: Three letter invitation has been produced, two of them are specific oriented for a target group (Service Providers and Service Subscribers) and one is a Generic letter.

Figure 4 –Hackathon Letter of Invitation [3]

o **FAQ:** We have produced an FAQ where we have centralized all the General and Technical FAQ of the event.
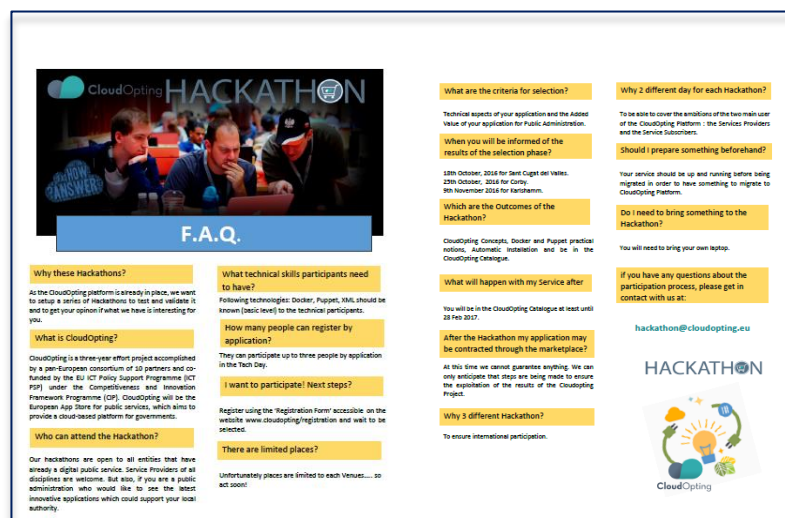
Figure 5 – FAQ Hackathon [4]

o **Poster:** To reach the target audience, we produced two different posters to be located in strategic places. These Hackathon posters provide an overview of the key messages. In section 2.3.5 you will find the details of these 2 posters.

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[3] https://www.dropbox.com/s/b8nyaxpj3oawtqm/Formal%20Letter-Subscribers.docx?dl=0

[4] https://www.dropbox.com/s/bruzawipzapfju7/FAQ-CO1.pdf?dl=0
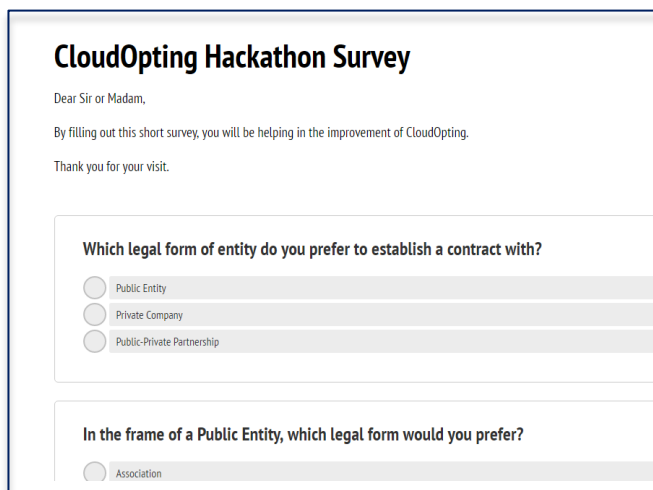
○ **Leaflet/Brochure:** We have produced a CloudOpting leaflet to present the key messages about the Hackathon event and including some specific messages about CloudOpting. In section 2.3.1 you will find the details of the leaflet.

○ **Registration Form:** We have prepared a unique on-line registration form for the participants and assistance of the Hackathon.

Figure 6 – Hackathon Registration Form [5]

• **Post Event Survey:** The goal of this survey is to get feedback relating to the CloudOpting business models.

Figure 7 – Hackathon Survey [6]

○ **Webinar:** As part of the participant preparation phase, several Webinars (Webex/Skype) have been done.

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[5] https://cloudopting.seamlessdocs.com/f/wEcPx1
[6] http://www.survio.com/survey/d/Q1E4C7J7A1O3D1W3N

- o **On-line Event transmission:** A live stream (Periscope©) during the two Hackathons, allowed an online audience to conne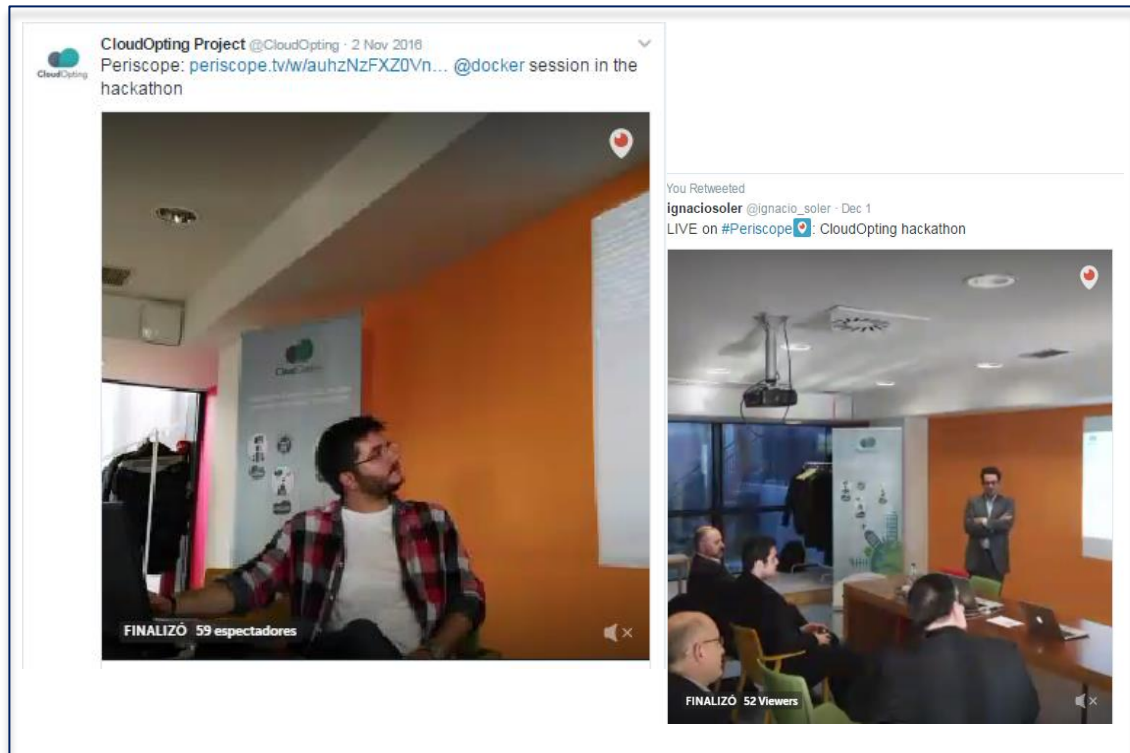ct and observe in real time and to ensure that more people can benefit from the technical sessions, as well as from the interesting debates that took place about the business models and associated strategies.

We reached an average of 50 viewers for each live streaming.

Figure 8 – Hackathon Periscope©

2.1.4 Description of the event

The Hackathon was defined initially to be held in three different countries and organised for two different days.

The Technical Day: Full-day which explored the technical aspects of CoudOpting in depth, and taught participants how to migrate an application to the Platform. It was divided into the presentation of the Technologies of the CloudOpting Platform and an afternoon "Hands-on-Code" tutorial for participants to learn how to migrate an application. CloudOpting provided the participants with a Virtual Machine with all of the software pre-installed and let them try out the examples that were shown in the presentations to 'dirty' their hands within real coding.

These full-day Hackathons started exploring the CloudOpting architecture, going through the technologies used in CloudOpting, namely Docker, Puppet and Tosca and ending with a hands-on code session where the attendees could try the technologies for themselves.

The second part of this Technical Hackathon was focused on the Service migration. We started identifying the application blueprint, then building the Docker images for each microservice and creating a link among the containers and volumes. After that we built a compose files as the first step to automate the deployment, and then continued with the creation of a puppet manifest for automated configuration. The last step was the creation of the Tosca file, a standard topology file. These were the main technical steps to be able to have a Service available within the CloudOpting Marketplace.
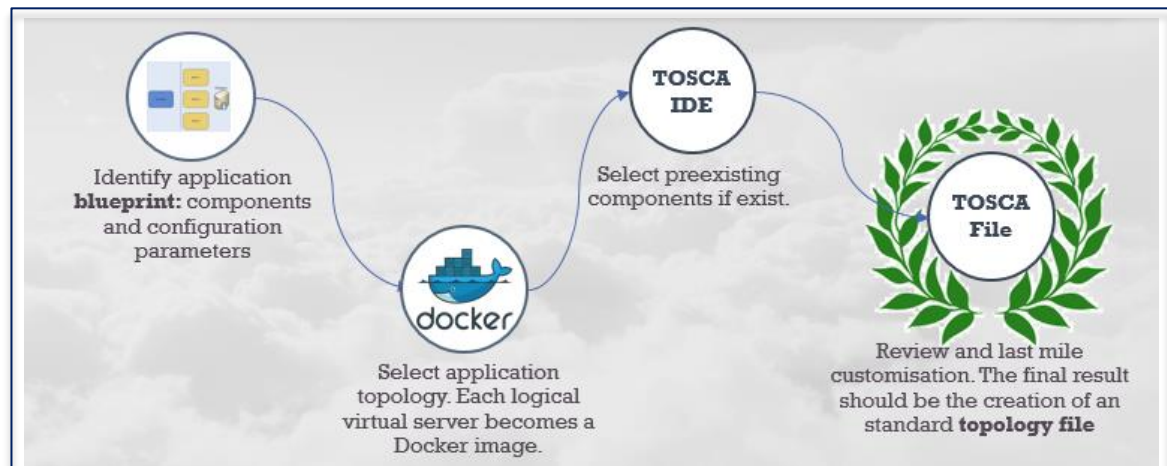
Figure 9 – Step-by-Step migration

Details:

- This Technical day was planned in a sequential way to allow the acquisition of knowledge and have enough local technical support resources.
- VITA Entrepreneurship Center, Sant Cugat del Valles (Spain): 2nd November, 2016.
- Corby Business Enterprise Centre, Corby (UK): 9th November, 2016.
- NetPort Science Park, Karlshamn (Sweden): 23rd November, 2016.
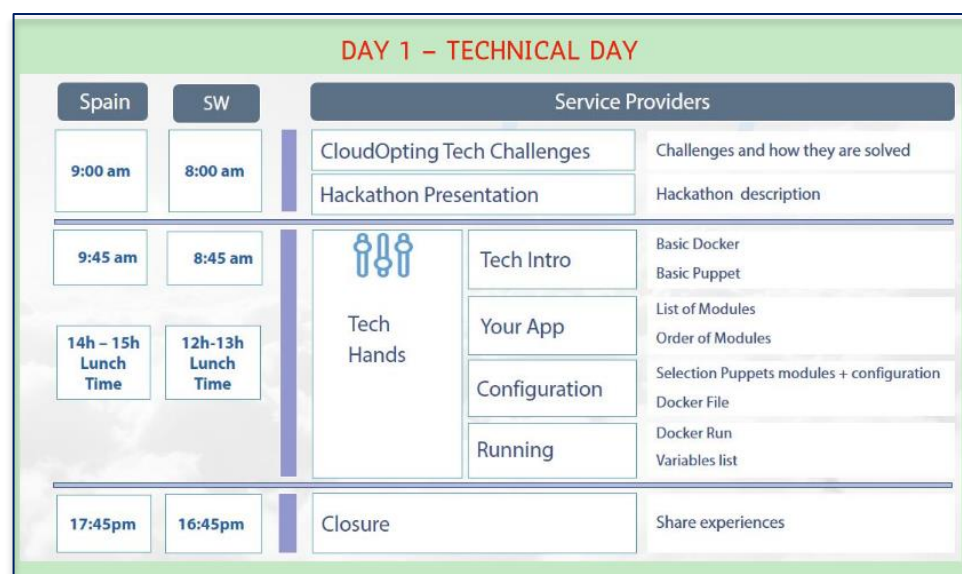
Figure 10 – Agenda Technical Day

The Networking Day: half-day session focused on presenting the Business Model, facilitating open discussions with relevant stakeholders and sharing the results between the cities in realtime. The Open discussions were the backbone of the event, with continuous exchanges of views on the existing benefits and barriers. Interesting discussions about public procurement and the role of CloudOpting in the European public services arena were carried out.
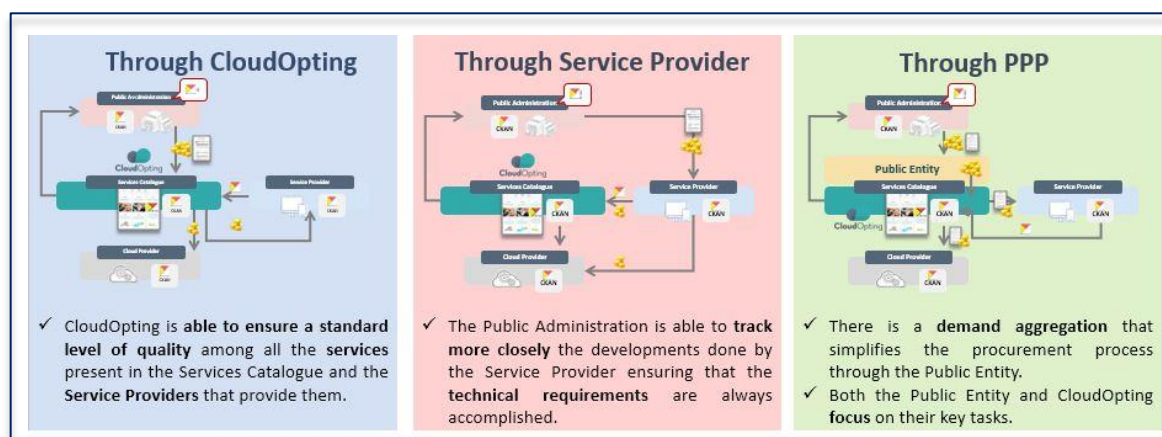
Figure 11 – The Business Models of CloudOpting

Details: VITA Entrepreneurship Center, Corby Business Enterprise Centre and NetPort Science Park together: 1st December, 2016.
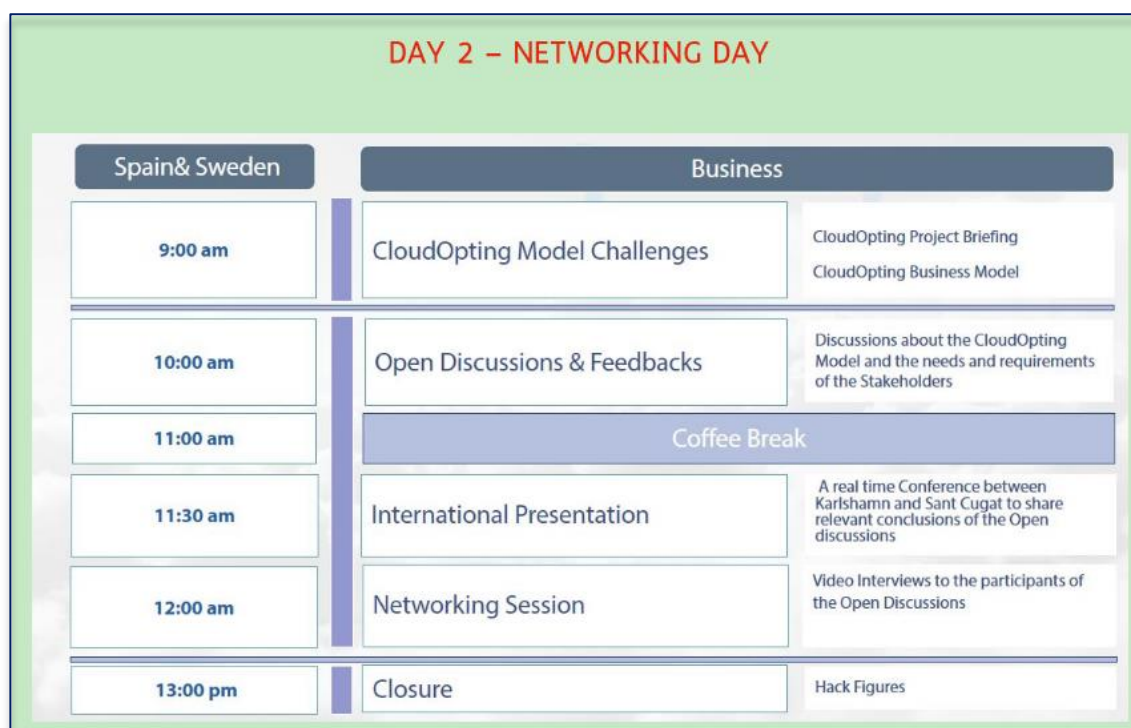
Figure 12 – Agenda Networking Day

2.1.5 Results

o **Organization:** The organization of this hackathon has not been trivial, since it has been designed as a technical event with the assistance of service providers and cloud providers and at the same time as a business model event with the assistance of public administration, service providers and cloud providers.

Initially it was planned to have 3 cities involved in the Hackathon: Sant Cugat, Karlhamn and Corby. Finally, for several reasons that will be explained at the D1.3, the Consortia canceled the Corby Hackathon.

More than 80 participants attended the Hackathons in the 2 cities, and all of the target groups were present: service providers as well as service subscribers and cloud providers. When including those who connected online via streaming, there were over 160 attendants.

Video Streaming - Periscope Session:

@intro session at the Hackathon: https://www.periscope.tv/ignacio_soler/1RDGlooYEYoKL
@docker session at the hackathon: https://www.periscope.tv/ignacio_soler/1jMJgAAZkEMKL
@Discussion session at the hackathon: https://www.periscope.tv/w/1yNGaAZMyXqGj
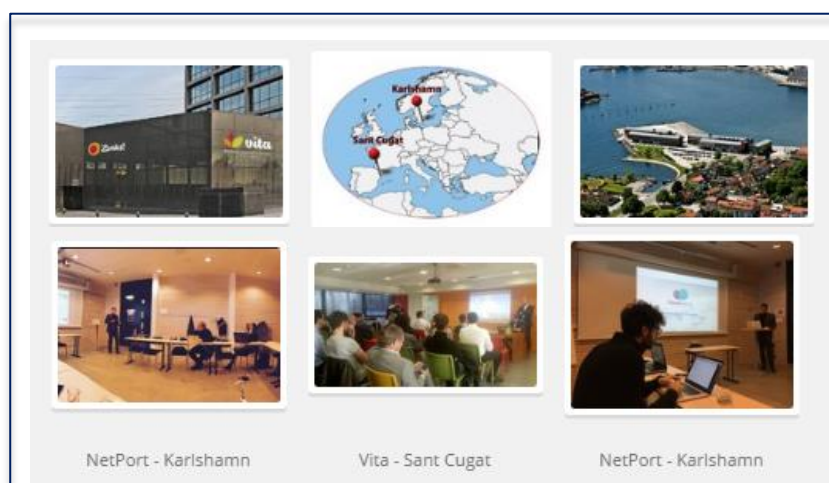
Figure 13 – Hackathon Locations

o **Promotion:** A relevant promotion campaign was initiated to promote the event. We used third parties promotion places such as European Data Portal, Hackathon websites including HackEvents , Social Groups such as Meetups and other funded projects including Storm Clouds. In addition, direct marketing actions were carried out directly through the partners and also with the help of some relevant stakeholders as AOC, with a mailing list of 15.000 public administration contacts.
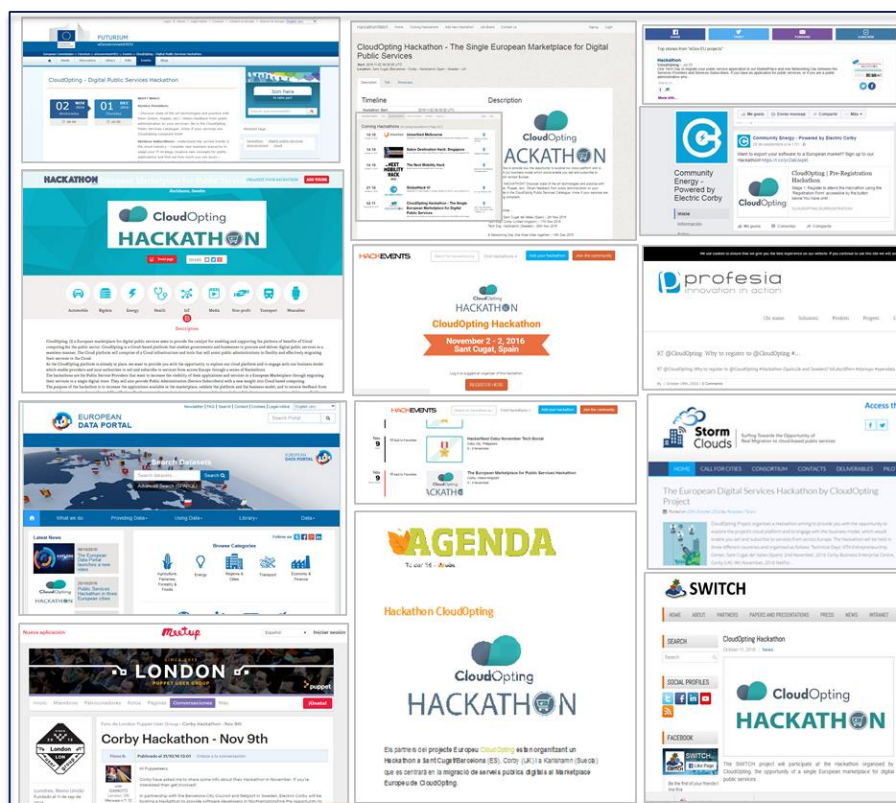
Figure 14 – Media Promotion of the Hackathon

An intense campaign was performed on Twitter with more than 40 specific tweets related to the Hackathon done by WP6. The next figure displays some external tweets that promoted the event.
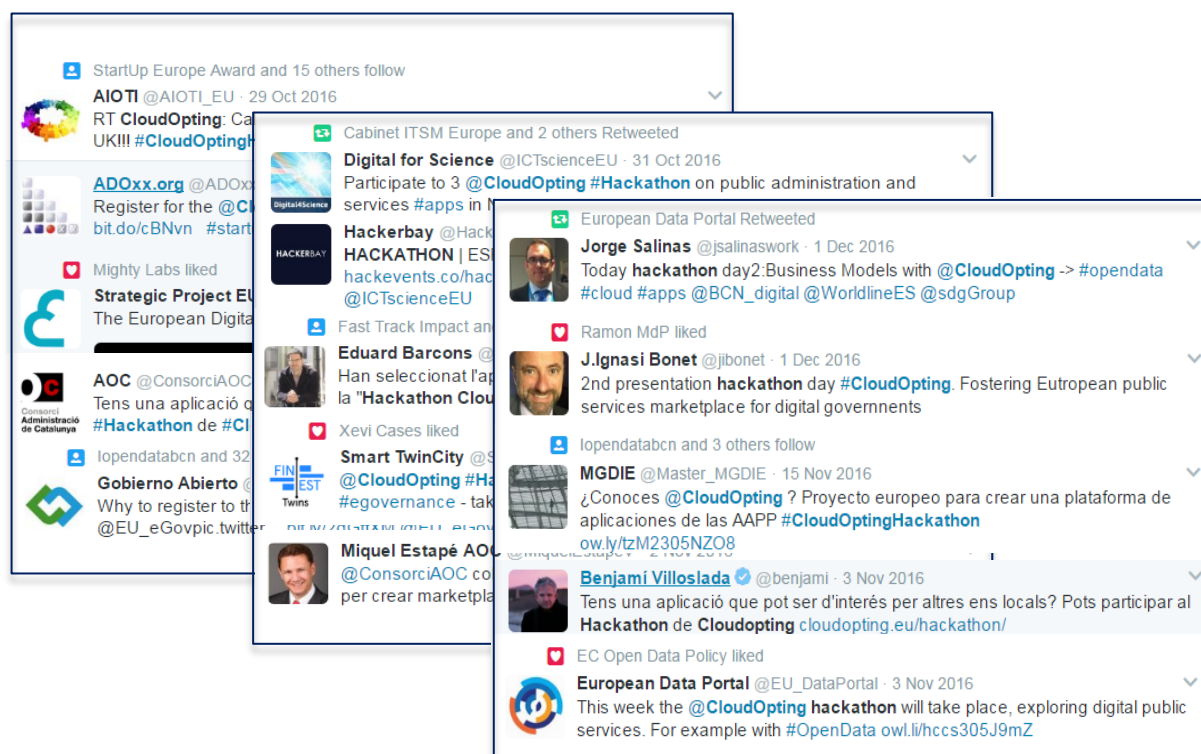
Figure 15 – Twitter follow-up of the Hackathon

o **Media Impact of the Hackathon:**

- Website: >1,400 Hackathon specific pages viewed
- Twitter: >34.500 impressions of the Tweets related to the Hackathon
- More than 10 European Projects contacted to promote/disseminate CloudOpting Hackathon.

Table 2 –Impressions Hackathon Tweets

o **Feedbacks received:** We received many feedback points during the hackathons. Below is the summary of feedback, issues, suggestions and questions.

Technical Day feedbacks:

- Some aspects that deserve more attention in relation to Docker were the high availability at the container level, the swarm and the cluster functionality.
- Docker container technology can also be useful for many other use cases such as software bug environment reproduction, minimizing the gap between developer, test and production environments and runtime scaling.
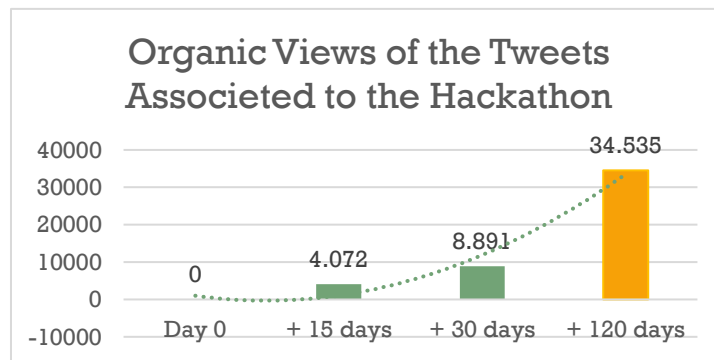- Open question about compiling code in the container or making it out of it. In a windows application.
- A very interesting feedback point was in relation to the possible scalability of the applications inside the platform and through Docker. The system should address the elasticity of the Cloud depending on the applications. Our answer was that this part is not implemented, it would have to implement the Swarm mechanism inside Crane and above all it would have to modify the manager so that the possibilities of scalability of that application could be described in Tosca. If this scalability could be implemented it would be very interesting for administrations since they would not have to hire a machine of a certain size, and could pay only for resources used. They could start with a machine sized for a scenario and decide if they want the machine to scale up or down according to demand. Even as someone observed at the beginning of the meeting limit the use at night because they do not expect use of the application at night.
- Microsoft/Windows vs Linux. Open source products are still not fully accepted in all organisations. This is where Microsoft/Windows have a strong market position. The answer was that adding support for Windows containers/applications should be possible and shouldn't break any technical concepts of the CloudOpting platform, although not feasible in this project.

- As a Service Subscriber, do you own the subscribed service? Can the service provider delete my service without my prior knowledge? What happens with my data? The answer was that maybe the word "subscribe" is confusing here.
- Who owns generated logs and business/service metrics, the provider or the subscriber? The answer was that maybe this should be more flexible to suite different situations.
- Can data privacy for the customer/subscriber be guaranteed? The answer was Yes, the service subscriber decides which cloud to deploy into and also has the keys to it. If needed, the subscriber can give the provider access by giving him the keys (API keys, db login etc).
- Some ideas for the future discussed was improved integrations of possible different cloud environments (for example, to allow people had their own private clouds).
- Some participants could not see what kind of services could be on the marketplace. The answer was that we need more relevant examples of applications for the CloudOpting marketplace.
- Related to the CloudProvider, they propose to located different clients' containers in the same machine to take advantage of resources and reduce costs by offering more competitive prices. Since the containers are isolated and there would not be problems with data protection. Although admitted that there may be people reluctant to this.
- Multitenant services/applications are not applicable to the CloudOpting concept. Service Providers already running a Software-as-a-Service (SaaS) often do not fit into the CloudOpting concept. The reason is that CloudOpting is based on a "Multi Instance" architecture, i.e. "one application instance per customer (Service Subscriber)". The opposite, often used by SaaS providers, is a "Multitenancy" architecture, i.e. "one application instance serving all customers (Service Subscribers)". In this context a multitenant application often supports several customers/organisations/companies, each with it's own set of users. Some of the participant companies face this problem. As SaaS providers having all customers (typically municipalities and other public administrations) handled by the same multitenant cloud based application instance.
- The Multitenancy vs Multi Instance debate has been there for a long time, both with their pros and cons, considering for example the number of expected customers, the cost of system resources to run the service, the maintenance , the license costs for software components and finally considering the data storage regarding for example the legal regulations, the data integration/analysis, the data ownership, etc.

Networking Day feedback :
The most relevant comments from the different types of organisations attending the event:

- **Regional Governments:** There is an opportunity for CloudOpting in the form of a homologated entity that has undergone a process of public concurrence, where local administrations from the region can choose among its homologated services without having to undergo a complex procurement process.

- **Aggregators of Municipalities:** It is fair and understandable that SMEs join CloudOpting if they consider that it is a competitive advantage for them to be in it, but in order to ensure free competition public administrations cannot make it a requirement.

• **Municipalities:** The three presented business models are suitable and could be adopted by the Public Administrations in every country depending on the size of the organisation and the contracting policies and legal framework. It has also to be taken into consideration that the current procurement model of aggregation of demand has been proven that it is not the most suitable solution and that CloudOpting would have more chances of success with a procurement model based on the aggregation of offer.

• **Service Providers:** There is a very low access of SMEs to the European Market because they lack the resources and the channel to spread beyond their local area of influence. CloudOpting could facilitate them the mechanisms to access the market and gain visibility at European level.

2.2 Workshop Barcelona

The Workshop "Open Public Administration" described in the DoW took place on 23rd February 2017 in Barcelona (Spain), with the title "European Open Source Cloud". The event was planned initially to be done M34, but due of the fact that the last day of the Hackathon was the 1st Dec, 2016, we decided to delay the Workshop until February 2017.

2.2.1 Event Description

The goals of the event were:
- Make a participative workshop that will help us in the service definition for a Cross Border European Cloud.
- Present Trends in the market.
- Present existing initiatives: EuroCloud and Borgonya Region experience.
- Present Cloudopting as a real alternative exposing the experiences and conclusions of the CloudOpting project.

The aim of the workshop was to make businesses, professionals and governments aware of the European project CloudOpting and its objectives.

Figure 16 – Workshop Agenda

Keynotes:

We have selected a Keynote of EuroCloud as the most significant representative of the Cloud industry in Europe. EuroCloud Europe is a pan-European cloud innovation hub, a vendor neutral knowledge sharing network between Cloud Computing Customers and Providers, Start-ups and Research centres. EuroCloud Europe is the European umbrella organization of national EuroCloud associations across Europe. More than 800 members.

The second keynote was the Borgonya Region experience, were Atos-Worldline share the experience of creating a PPP markeplace with a GIP (Public Interest Group) with more of 2.000 public entities.

Figure 17 – EuroCloud and e-Bourgogne logos

Brainstorming:
- Identifying Enablers/Stoppers/Features
- Using a on-line Tool: Stormboard

Service BluePrint:
An interactive Exercise based on the model Service Blueprint:
- Will identify the service for the customers
- Will identify the "customer perspective actions"
- Will define the front office and backoffice points of contact
- Will identify the Support needed
- Will use the online tool: Realtime Board[7]
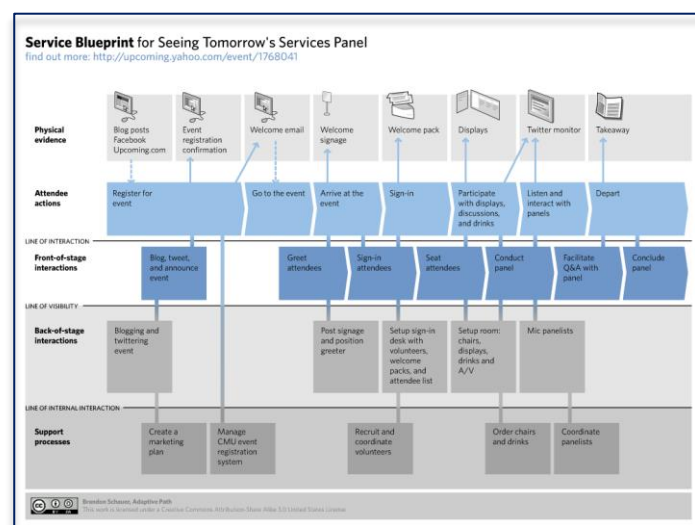
Figure 18 – Service Blueprint model

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[7] https://realtimeboard.com/features/

2.2.2 Material

Several materials have been designed and produced to support the promotion of the Workshop.

- Image adaptation: To adapt the image of CloudOpting to associate it with the Open Source, we have embedded the Open Source symbol inside the logo.

Figure 19 – Workshop Logo

- A Poster of the event:

Figure 20 – Workshop Barcelona Poster[8]

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[8] https://www.dropbox.com/s/nlhmy4apqw5yrog/CloudOpting_Workshop-BCN6.png?dl=0

- We have produced one presentation to support the promotion of the event.

Figure 21 – Introduction of the Workshop of Barcelona[9]

2.2.3 Event Promotion

For the promotion of the event we have used Social Media, email campaigns through our CRM, and specific F2F meetings and Calls. Next figure shows some examples of the promotion of the event in some websites.
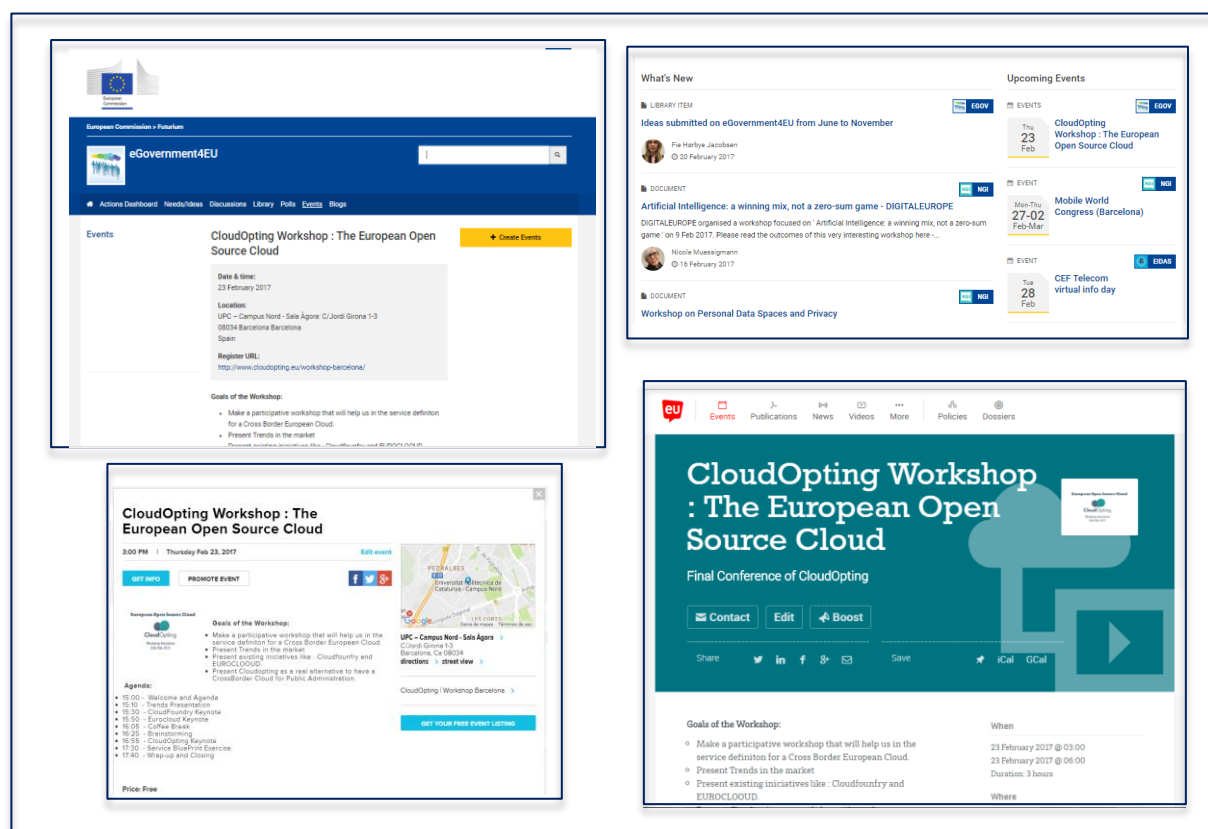
Figure 22 – Workshop Promotion

[9] https://www.dropbox.com/s/6bc5hoaib7kxsk9/Workshop%20Agenda%20for%20Keynotes.pptx?dl=0

The follow of the Twitter campaign about the Workshop has been very intensive. More than 15.000 impressions of the Tweets related to the Workshop.

The TOP tweet during the 3 Years of the project has been one related to the Workshop. More than 7.000 impressions and 13 retweets. This is indicative of the great interest around the words "European Open Source Cloud".
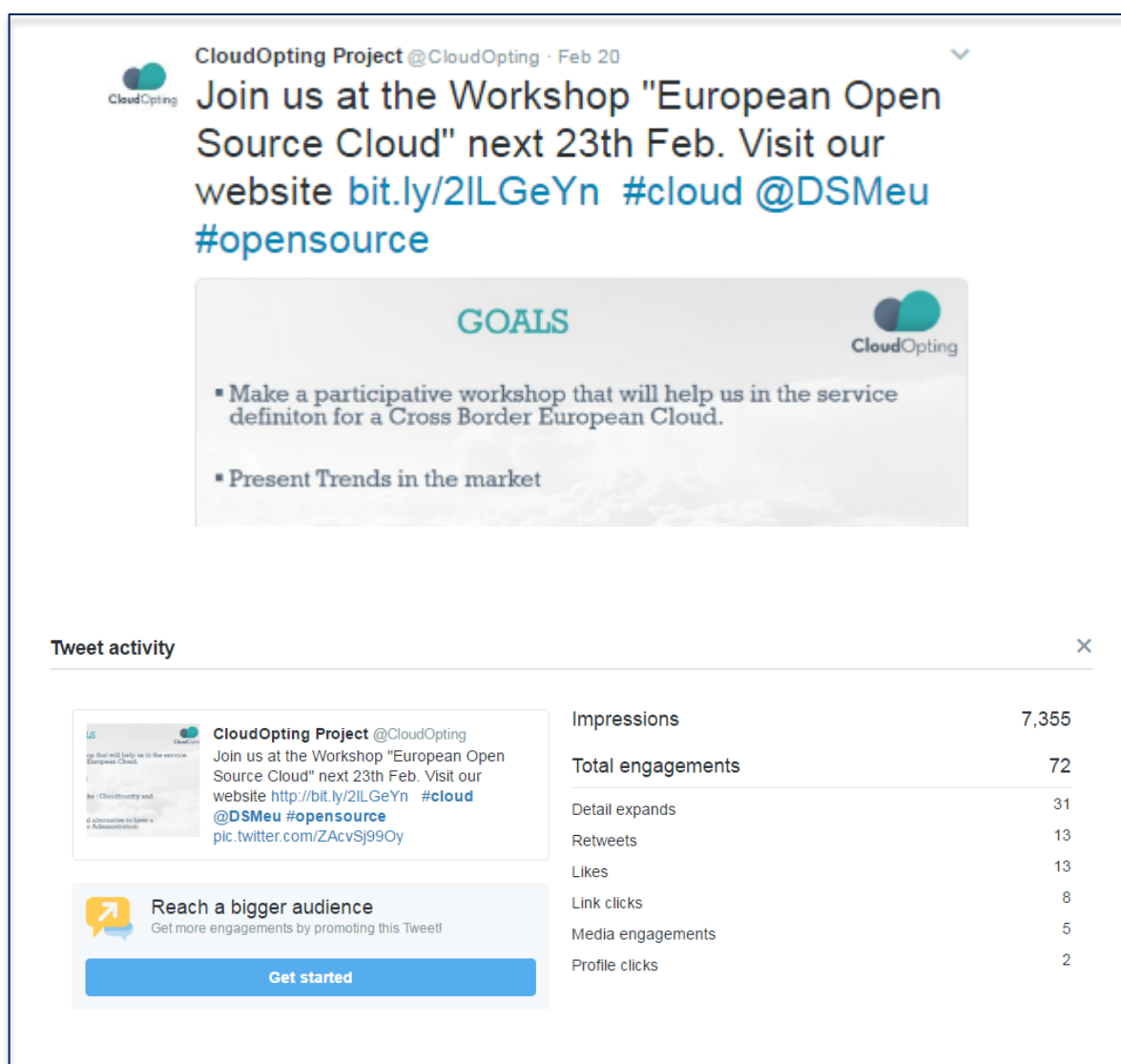
Figure 23 – Top Tweet

In the next figure you can see more relevant impacts on the Twitter channel. One interesting thing is that Mr. Eren Niazi from California, creator of Open Source Storage, Open Source Groups, Open Source Systems, and Worldwide Open Source has started to follow us and interact with our tweets.

Figure 24 – Social Media Impact

2.2.4 Results

The organization of this Workshop has been lead by IMI with the support of Smart Partners and Wordline. The 100 attendees have been potential users, customers and other stakeholders of the services of the cloud platform, with a particular focus on aggregators of service providers (Eurocloud, Cat PL) and aggregators of public entities (AOC, LocalRet, Diputacio Barcelona). In addition, more than 90 people connected via streaming – Periscope ™.

During the Workshop we worked intensively on an interactive exercise based on the model Service Blueprint to identify the service for the customers, the customer perspective actions, the support needed and define the front office and backoffice points of contact.

Next figures shows the service blueprint evolution process:
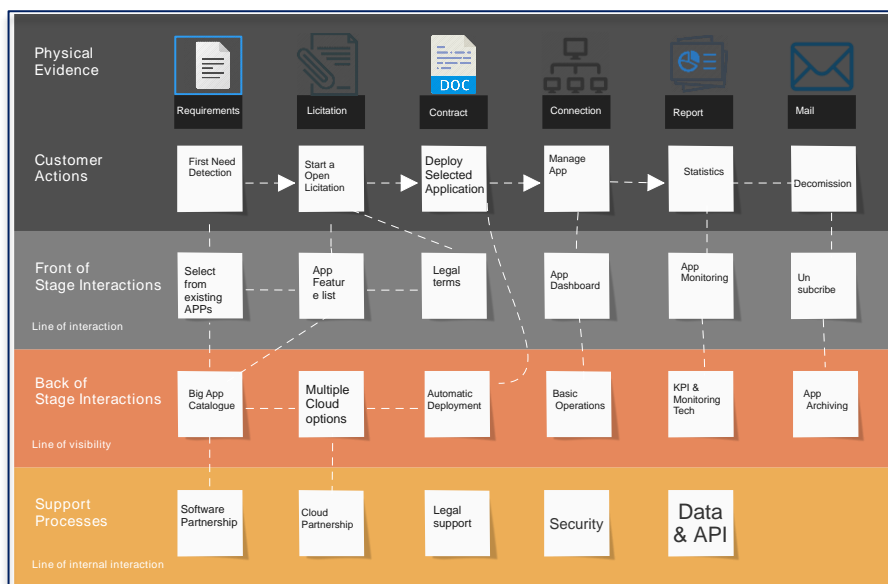
Figure 25 – CloudOpting Service Blueprint Starting-point.

Figure 26 – CloudOpting Service Blueprint working progress (i).
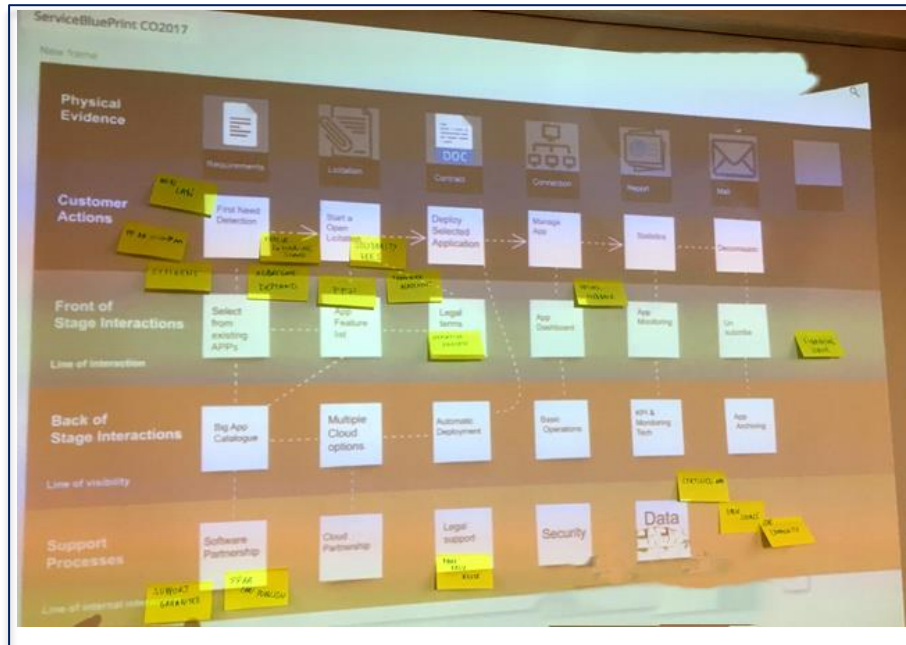
Figure 27 – CloudOpting Service Blueprint working progress (ii).
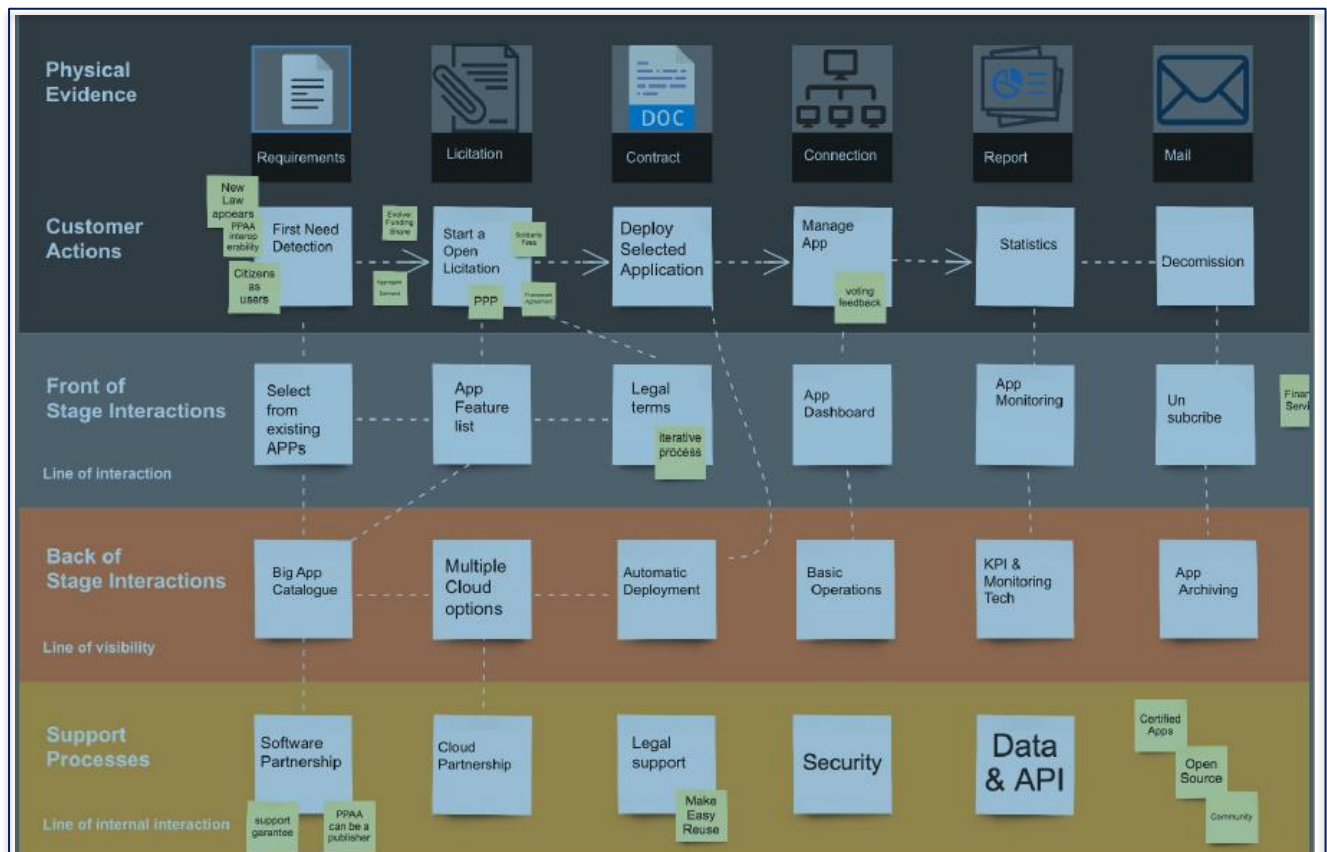
Figure 28 – Final CloudOpting Service Blueprint

Some media impact of the Workshop in the next 2 figures:
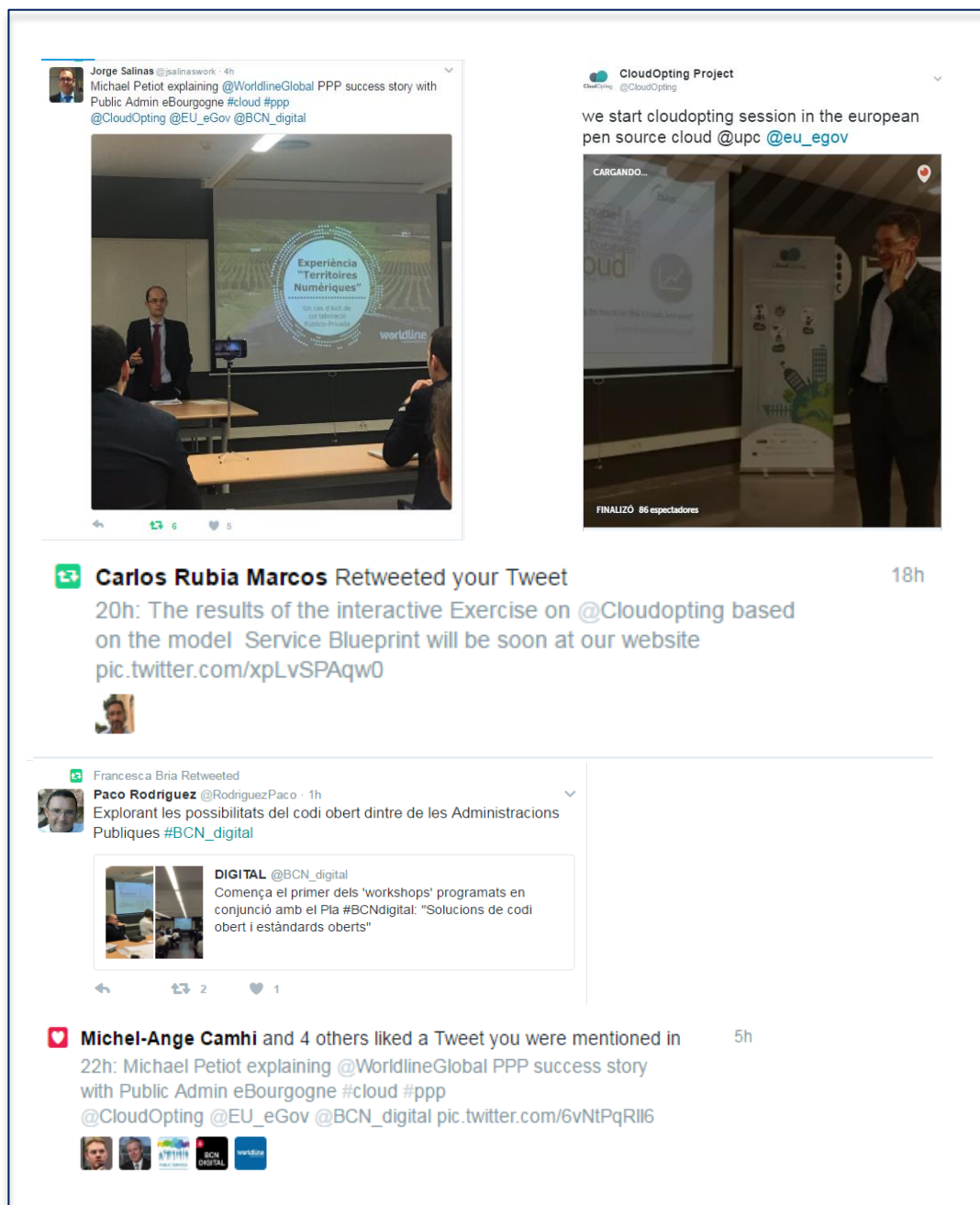
Figure 29 –Tweets resulting from the Workshop
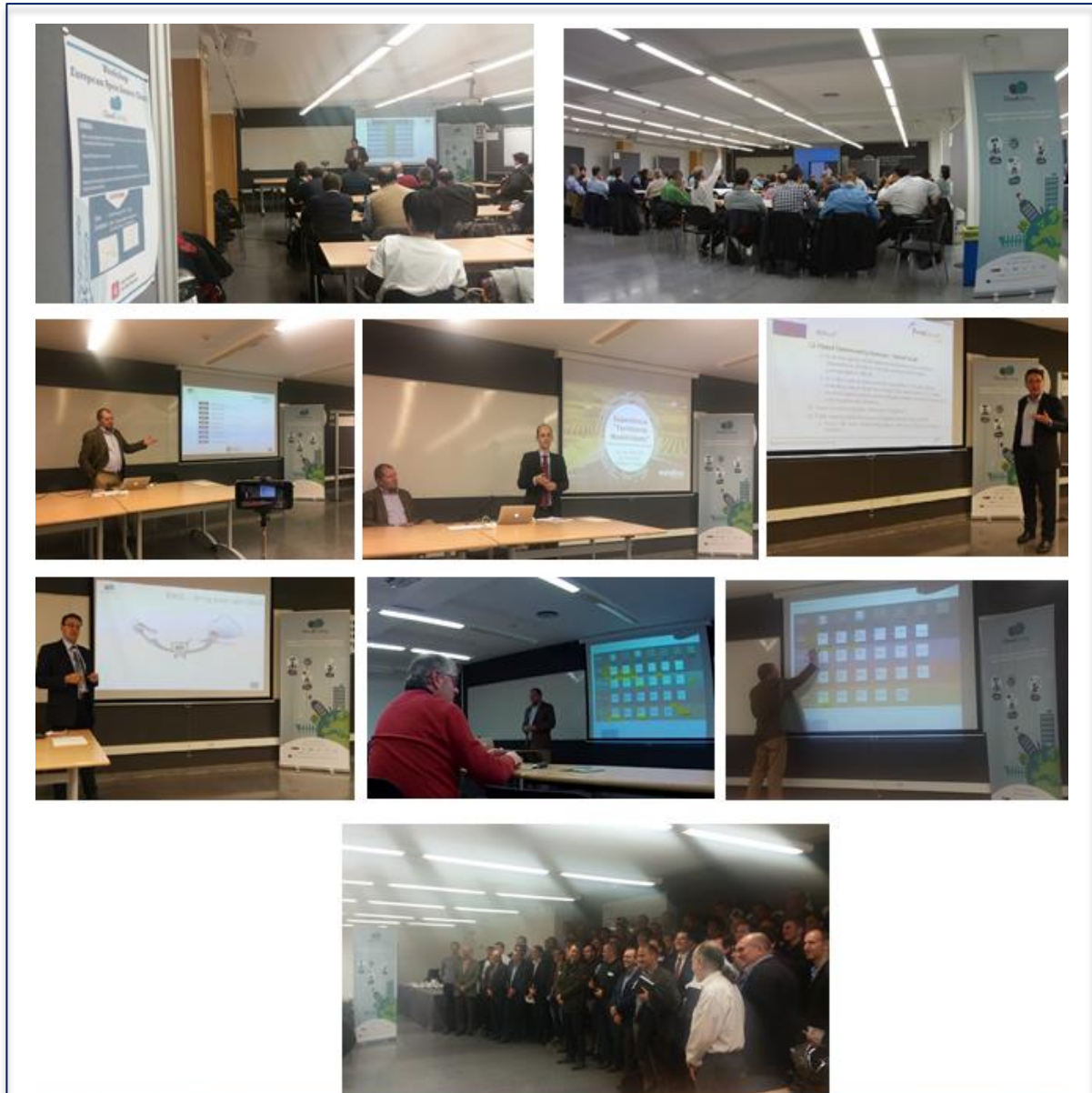
Figure 30 – Snapshots of the Workshop Barcelona

Video Streaming - Periscope Session:

@Workshop Barcelona: https://www.periscope.tv/CloudOpting/1RDxlRpDbPRGL?t=6m23s
@CloudOpting Workshop Bcn: https://www.periscope.tv/CloudOpting/1dRKZPDvMQwJB?t=6m25s

The main outcomes of the workshop:

- A Service Blueprint of CloudOpting.

- An engagement to sign an Agreement with EuroCloud

- An engagement to sign an Agreement with Cat PL (Association of Open Source companies).

2.3   Publicity materials

Several promotional items, including a brochure, new poster and media material, have been prepared with the active contribution of all project participants. Publicity material were made available at events and handed out to visitors.

These initiatives contributed to objectives (1) *Increase the understanding and impact of the CloudOpting project among the wider European community and (2) Make project stakeholders aware of the advantages of increasing the usage of cloud computing by public administrations (page 7).* All these publicity materials are available in digital format on the project website[10].

2.3.1 Leaflet

We produced (M33) a new CloudOpting leaflet to gather all of the key messages about the Hackathon event and including some specific message about CloudOpting. The target of this leaflet are the service Providers and the Service Subscribers. The outcomes of this material has being used in the Hackathons and in several f2f meetings within potential customers.

Sections of the Leaflet:

- What is the CloudOpting Hackathon
- Who can attend the Hackathon
- How to register
- CloudOpting Project description
- Why CloudOpting: Service Providers & Service Subscribers
- Why the Hackathon: Service Providers & Service Subscribers
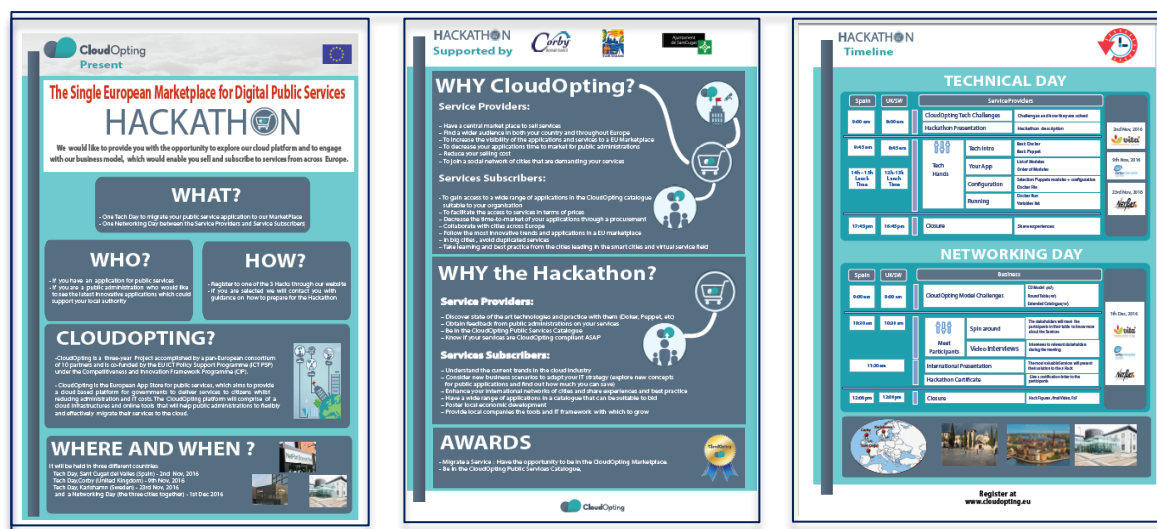- Awards
- Timeline of the Hackathon

Figure 31 - CloudOpting new leaflet

2.3.2 Videos

During this last year we produced 4 new videos. The Publishing Process Video and the Subscription Process Video were prepared to be used for a general purpose user guide of the CloudOpting Platform. The last 2 videos were produced as a review of the more relevant moments of the technical Day and Networking day.

The videos were uploaded to both VIMEO™ and YOUTUBE™.
- Publishing Process
- Subscription Process
- Hackathon Technical Day Review
- Hackathon Networking Day Review
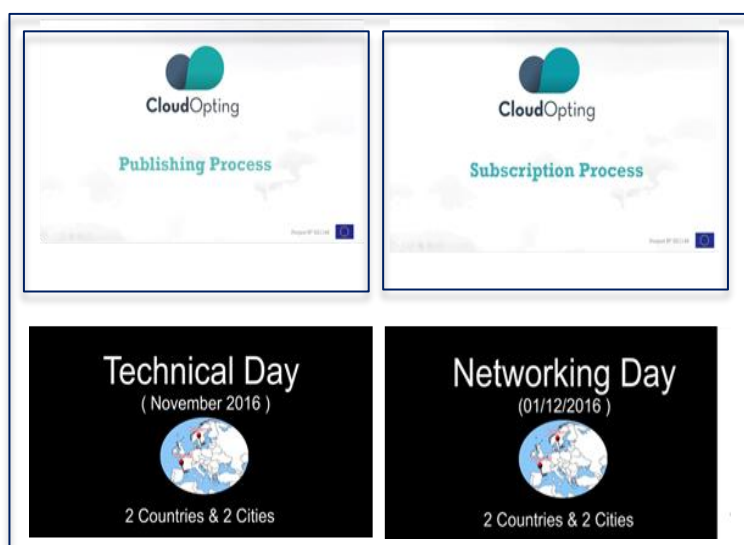
Figure 32 - Snapshots of the 4 videos

The following table contains all the links of the videos produced during the project.

Summary of Videos Produced	
Video name	**Link**
General Audiences Video VIMEO	https://t.co/sHjgGIrlzO
General Audience Video YouTube	https://www.youtube.com/watch?v=2JL7Lm5KxDQ
Demo CloudOpting Video	https://www.youtube.com/watch?v=WAxuRaQ34So
BBC Interview	https://www.youtube.com/watch?v=e5GKR5ObJZQ
YouTube CloudOpting Channel	https://www.youtube.com/channel/UCSYxpkIEw2sf8bJxJUoIgoA
BBC Interview Periscope tweet	https://twitter.com/CloudOpting/status/652035422382653440
CloudOpting Portal Demo Vimeo	https://vimeo.com/154509176
CloudOpting Portal Demo YouTube	https://youtu.be/LDuDSyaKBrA
Publishing Process	https://www.youtube.com/watch?v=EtNTRvcfga0
Subscription Process	https://www.youtube.com/watch?v=moJU-t0xwLc/
Technical Day - Hackathon	https://www.youtube.com/watch?v=1vF_SulwbaY
Networking Day - Hackathon	https://www.youtube.com/watch?v=78XdLLVjVuE

Table 3 - Summary of Videos location

During this last year of the project we have produced 5 Video Streaming - Periscope Session:

@intro session at the Hackathon: https://www.periscope.tv/ignacio_soler/1RDGlooYEYoKL
@docker session at the hackathon: https://www.periscope.tv/ignacio_soler/1jMJgAAZkEMKL
@Discussion session at the hackathon: https://www.periscope.tv/w/1yNGaAZMyXqGj

@Workshop Barcelona: https://www.periscope.tv/CloudOpting/1RDxlRpDbPRGL?t=6m23s
@CloudOpting Workshop Bcn: https://www.periscope.tv/CloudOpting/1dRKZPDvMQwJB?t=6m25s

2.3.3 Presentations

We have updated and produced several main documents to support and introduce the target audience to the project and to the Hackathon.

1) General Fact sheet of the Project[11]: In Year3 we updated the presentation that is directed to interested parties providing generic information about the project.

2) Presentations of CloudOpting: The CloudOpting presentation is intended to obtain more detailed information about the project to a generic audience updated presentations):

- PowerPoint presentation[12]
- Prezi ™presentation[13]

3) Presentations for the Hackathon:

- CloudOpting and the Hackathon Introduction[14]
- The Hackathon[15]
- CloudOpting Architecture[16]
- Docker[17]
- Puppet [18]
- Migration[19]
- Hackathon Day2[20]

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[11] https://www.dropbox.com/s/g2flvyipj6l7ztz/CloudOpting_FACTSHEET2.pptx?dl=0

[12] https://www.dropbox.com/s/8e9dkwke6hg1ed5/CloudOpting_Presentation.pptx?dl=0

[13] https://prezi.com/4mqvxplthf_0/cloudopting-mwc-2016/?utm_campaign=share&utm_medium=copy

[14] http://www.cloudopting.eu/wp-content/uploads/2016/12/00-Hackathon_Intro_v01.pdf

[15] http://www.cloudopting.eu/wp-content/uploads/2016/12/02-CloudOpting-Hackathon.pdf

[16] http://www.cloudopting.eu/wp-content/uploads/2016/12/03-Architecture presentation.pdf

[17] http://www.cloudopting.eu/wp-content/uploads/2016/12/04-CloudOpting - Hackathon English Version.pdf

[18] http://www.cloudopting.eu/wp-content/uploads/2016/11/Introduction to puppet v2.pdf

[19] http://www.cloudopting.eu/wp-content/uploads/2016/12/05-Migration Steps.pdf

[20] http://www.cloudopting.eu/wp-content/uploads/2016/12/201612 Presentation Hackathon Day2_v3.pdf

4) Presentations for the Barcelona Workshop [21]: Generic message of the ambition of CloudOpting oriented to a generic audience.

- Workshop Barcelona Presentation[22]
- Bourgogne Presentation[23]
- EuroCloud Presentation[24]
- CloudOpting Presentation[25]

2.3.4 Templates

Besides the twelve already existing templates we have created three new templates. The next table shows the templates with their Dropbox™ link:

Template	Y 3	Link
Deliverable	-	https://www.dropbox.com/s/phe54r4fg7ww3lu/TEMPLATE _Deliverables-v3.docx?dl=0
WP Report	-	https://www.dropbox.com/s/b9vvuz2633zmikr/TEMPLATE _WP%20Report-v2.docx?dl=0
Activity Report	-	https://www.dropbox.com/s/8shlu08nll4cwc2/TEMPLATE_ Activity%20Report-v3.docx?dl=0
Agenda Meetings	-	https://www.dropbox.com/s/u0ky3k0ivmfw0gq/TEMPLATE _Agenda-v2.docx?dl=0
Meeting Minutes	-	https://www.dropbox.com/s/a6jvecuw1aru9yz/TEMPLATE_ Meeting_Minutes-v2.docx?dl=0
Face2Face meetings	-	https://www.dropbox.com/s/huu7dkcf6t6elpa/TEMPLATE_ F2F%20meetings.docx?dl=0
Event Report	-	https://www.dropbox.com/s/9qvzsxho7qivevc/TEMPLATE_ Events_Report-v2.docx?dl=0
Template PowerPoint	-	https://www.dropbox.com/s/69s1vzkxb52ctmk/TEMPLATE _PPT%20v3.pptx?dl=0
Identification of potential Customers	-	https://www.dropbox.com/s/fbigyg8krlh0k5t/TEMPLATE% 20_CONTACTS_IDENTIFICATION.docx?dl=0
EU Projects Relations	-	https://www.dropbox.com/s/wqaz2naxgfp560n/TEMPLATE _EU%20Projects%20v4.docx?dl=0
Risk Assessments	-	https://www.dropbox.com/s/x2z9fzb2mce78ts/TEMPLATE- %20WPX_Risk%20Assessment.xlsx?dl=0
WP KPI Cockpit	-	https://www.dropbox.com/s/hoqlnnd3fwik9yg/TEMPLATE -WP-KPI-COCKPIT.xlsx?dl=0
Hackathon formal Letter	new	https://www.dropbox.com/s/r33varh4xk6k10w/Formal%20 Letter-Subscribers.docx?dl=0
Hackathon Letter specific for Service Subscribers	new	https://www.dropbox.com/s/zvb0dmwhdo1858h/Letter- Subscribers.v01.docx?dl=0
Hackathon letter specific for Service Providers	new	https://www.dropbox.com/s/yms33j024614ork/Letter- Providers.v01.docx?dl=0

Table 4 – Summary of templates

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[21] https://www.dropbox.com/s/8517rd82idqxq19/CloudOpting_Marketplace_presentation.pdf?dl=0

[22] https://www.dropbox.com/s/9sslb8wlytbf6c6/Workshop%20BCN_Presentation.pptx?dl=0

[23] https://www.dropbox.com/s/0i8zopvdueilyij/Worldline%20Bourgogne%20- %20CloudOpting%20workshop%2002%202017.pptx?dl=0

[24] https://www.dropbox.com/s/r6gmyy6sv1x2wli/170223%20Eurocloud_CloudOpting%20WShop.pdf?dl=0

[25] https://www.dropbox.com/s/e8hmszguw7ebq9k/CloudOpting%20workshop%2023feb17%20- %20Gioppo.pptx?dl=0

2.3.5 Posters

During this Year3 we have produced 3 different posters for the Hackathon and for the Workshop of Barcelona. The Hackathon poster provides an overview of the key messages to reach the audience . We have produced two different posters, depending on the target audience. For the Service Subscribers (young people) we have changed the background color to black and some other minor changes.

This poster was used in the five different events related to the Hackathon and the Workshop. We have printed 10 Poster.

Figure 33 – New CloudOpting posters

2.3.6 Newsletter

A CloudOpting newsletter is created and published 2 times by year. It includes detailed information about the work carried out and technical results of the project. The newsletter also serves as a vehicle to promote the project visibility; a uniform project logo and wording will be used. In addition, the periodic newsletter underlines the events we will be organizing and participating in. The engagement of target audiences will be ensured through proactive, and regularly updated content; important issues of their concern will also be considered and addressed in these publications. The platform used for the creation of the newsletter is Smore™ [3], an online tool for spreading the word online through easy-to-use, engaging flyers.

The newsletters were further promoted through our website, Twitter account as well as the networks of the project members and our relationship with other cloud projects.

During the third year of the project, three newsletters were published.

The fourth newsletter release of the project was sent M25. (Delayed +1 month Y2). This newsletter presents The CloudOpting Marketplace Architecture.

Figure 34– Fourth CloudOpting newsletter

The fifth newsletter release of the project was sent in M34. This newsletter presents a description of the Hackathon carried out during the M33 and M34.

Figure 35– Fifth CloudOpting newsletter

The last CloudOpting newsletter was sent in M36, and the content was an overview the Workshop of Barcelona and the results of the project.

Figure 36 – Sixth CloudOpting newsletter

2.3.7 Press releases

CloudOpting's press releases are issued to highlight important events and news during the project's lifetime. These press releases are also made available through the project website and communicated via the social media channels. Eight press releases have been created during the last year of the project   with the aim to reflect important milestones and events of its progress.

The first press releases of the year was published by CSI to present the "Cloud & ICT as a Service" event.

Figure 37 – CSI press release [26]

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26 http://www.csipiemonte.it/web/it/magazine/news/brevi/1175-cloud-le-opportunita-per-pa-e-imprese

The second press release of year three was published to inform about the success of the second review of the project .

Figure 38 – A press release by Electric Corby[27]

The third press releases of the year three was published to present the CloudOpting Hackathon.

Figure 39 – CloudOpting Hackathon press release [28]

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[27] http://www.electriccorby.co.uk/electric-corby-joins-delegation-to-european-commission/

[28] http://www.csipiemonte.it/web/it/comunicazione/16-comunicati-stampa/1079-cloudopting-day-quando-il-cloud-diventa-un-opportunita-per-pa-e-imprese

The next five press releases of the year three were published by some partners to talk about the CloudOpting Hackathon.
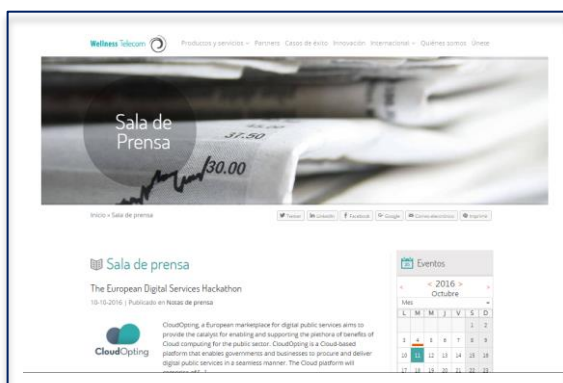
Figure 40 – CloudOpting Hackathon press release by Wellness Telecom [29]
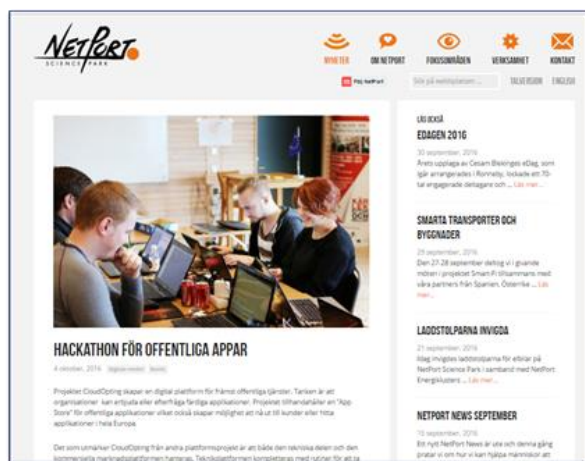
Figure 41 – CloudOpting Hackathon press release by NetPort[30]
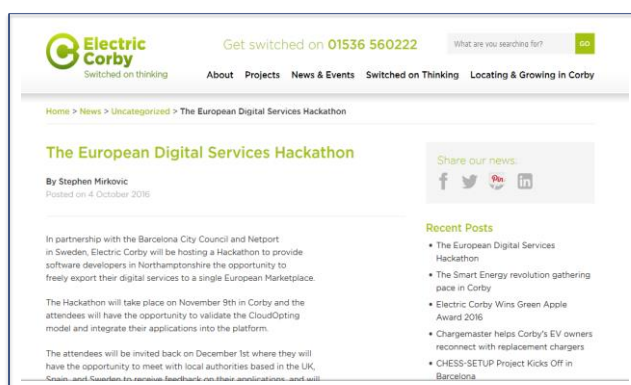
Figure 42 – CloudOpting Hackathon press release by Electric Corby[31]

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[29] http://www.wtelecom.es/2016/10/the-european-digital-services-hackathon/

[30] http: //www.netport.se/2016/10/hackathon-offentliga-appar/

[31] http://www.electriccorby.co.uk/the-european-digital-services-hackathon/

Figure 43 – Hackathon Results press release by Electric Corby [32]

Figure 44 – CloudOpting Hackathon press release by Profesia [33]

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[32] http://www.electriccorby.co.uk/cloudopting-holds-successful-european-hackathons/

[33] http://www.profesia.it/cloudopting-hackathon/

2.3.8 Public Media

Several activities of the project have been represented in a variety of media, but above all of the activity of CloudOpting during this yearthe Hackathon had the greatest impact, followed by the Barcelona Workshop.

The publication that we understand has had the most impact has been the one made by IDG in July 2016, a wide article titled "CloudOpting: Changing the face of Europe's ICT procurement".
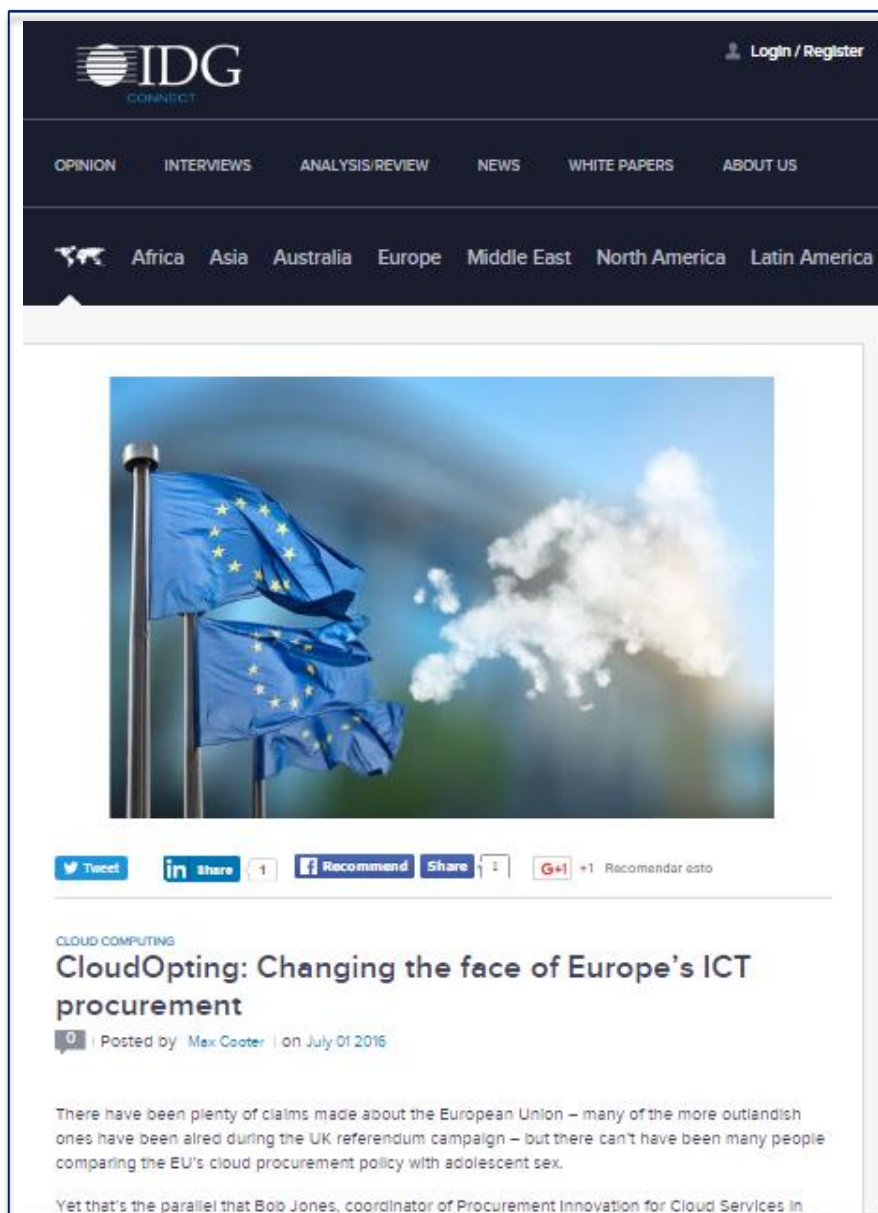
Figure 45 – IDG press release (July 2016) [34]

Other public media where CloudOpting was present are summarized in next image:

Figure 46 – CloudOpting news in Several Digital Media [35]

2.3.9 EC Communications Channels presence

CloudOpting has fostered the presence in EC Communications Channels through DG CNECT and EU_eGov.

Digital Agenda News:
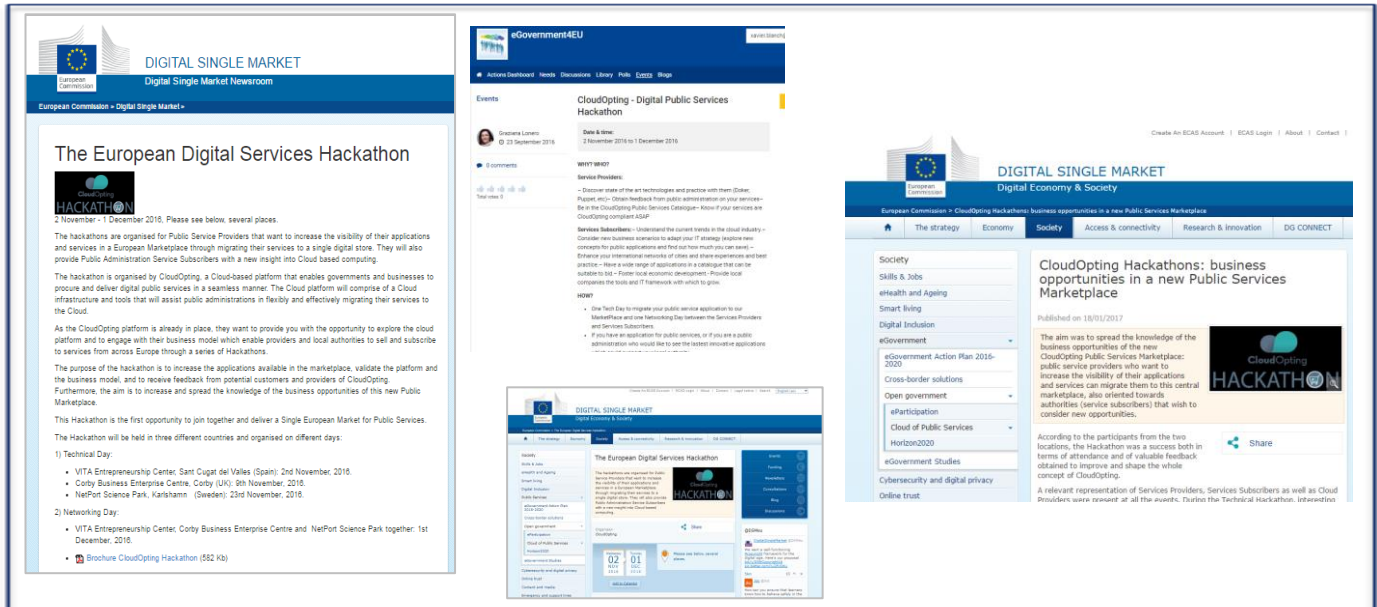
Figure 47 – Digital Agenda and eGovernment[36] [37]

eGovernment Newsletter:
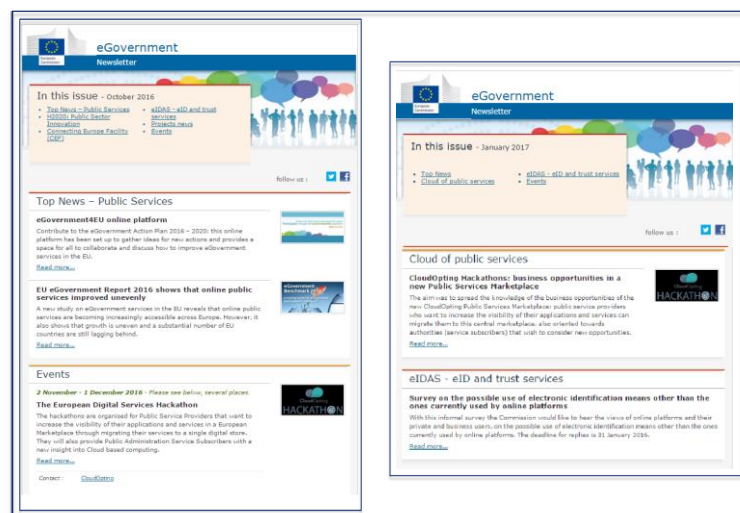
Figure 48 – eGovernment Newsletter (October 2016)[38], (January 2017)[39]

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[36] https://ec.europa.eu/futurium/en/content/cloudopting-digital-public-services-hackathon

[37] https://ec.europa.eu/digital-single-market/en/news/cloudopting-hackathons-business-opportunities-new-public-services-marketplace

[38] http://ec.europa.eu/newsroom/dae/newsletter-specific-archive-issue.cfm?newsletter_service_id=108&newsletter_issue_id=1479&page=1&fullDate=Fri%2007%20Oct%202016&lang=default

[39] http://ec.europa.eu/newsroom/dae/newsletter-specific-archive-issue.cfm?newsletter_service_id=108&lang=default

2.4 Website presence

The CloudOpting web presence contributes to objective (1) *Increase the understanding and impact of the CloudOpting project among the wider European community (page 7).*

2.4.1 Project website

The CloudOpting website is considered the most versatile dissemination tool and presents general information on related publications, news, events and public deliverables. Its purpose was to both serve for public dissemination to organizations and individuals interested in the project outcomes, and to provide a platform for information exchange among the project partners.

The website is updated on a regular basis in order to provide complete information about the project, relevant events and conferences to be attended, public deliverables, and news.

To ensure that target audiences visit the website frequently, it is promoted through newsletter, emails and other promotional materials, and through the established CloudOpting social media channels as well as on the individual partner webpages.

The website has had some updates as part of its ongoing maintenance and improvement.

Figure 49 – CloudOpting   webpage[40]

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[40] www.cloudopting.eu

To promote and give information about the Hackathon a landing page was created. We have also included a new page to explain the registration process with an online registration form.

Figure 50 – Hackathon landing page [41]

We have added also a section for the Hackathon material.
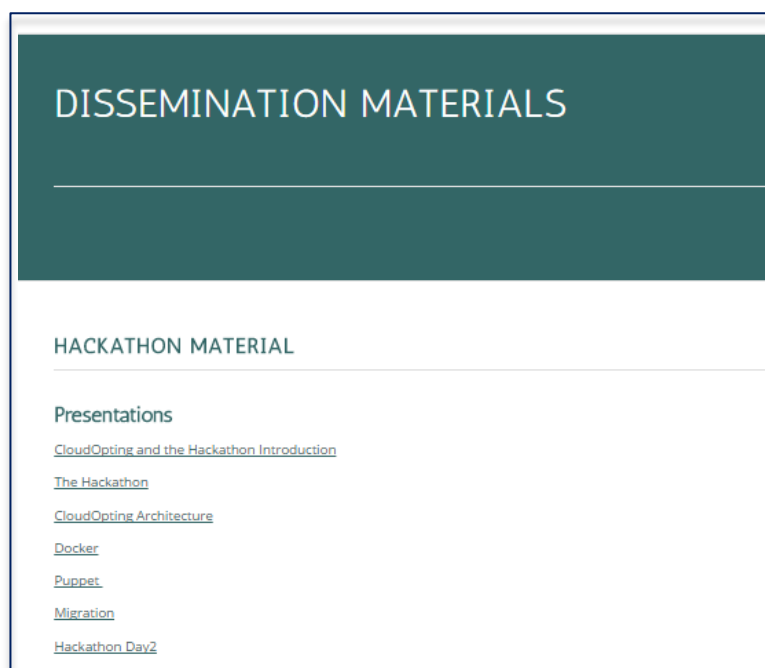
Figure 51 – Hackathon Dissemination Materials landing page [42]

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[41] http://www.cloudopting.eu/hackathon/

[42] http://www.cloudopting.eu/ /dissemination-materials/

To promote and give information about the Workshop of Barcelona a <u>landing page</u> has been also created.

Figure 52 – Barcelona Workshop landing page [43]

2.4.2 Dissemination Impact through website

To obtain information regarding external interest in the CloudOpting website, a tracking function through *Google Analytics™* was implemented. It counts the daily sessions, users, average session duration and many other indicators.

With the data presented in the following tables and figures we can confirm that the dissemination impact of CloudOpting in regards to inciting interest to visit the website has improved over the life of the project.

The website started with 1,900 sessions by the end of Year 1 and finished with 6,425 sessions by the end of Year3 and from 5.100 page views in Year 1 to 15,185 in Year3.

A very important point to consider is the relevance of the fact that we have gone from an average duration of the sessions of 1:16 during the second year of the project to 2:23'' at the end of the project. It is also very relevant that we have doubled the number of returning visitors, going from 15% last year to 30% this year.

Audience overview statistics for Year3 obtained from Google Analytics ™ are represented in the next figure.
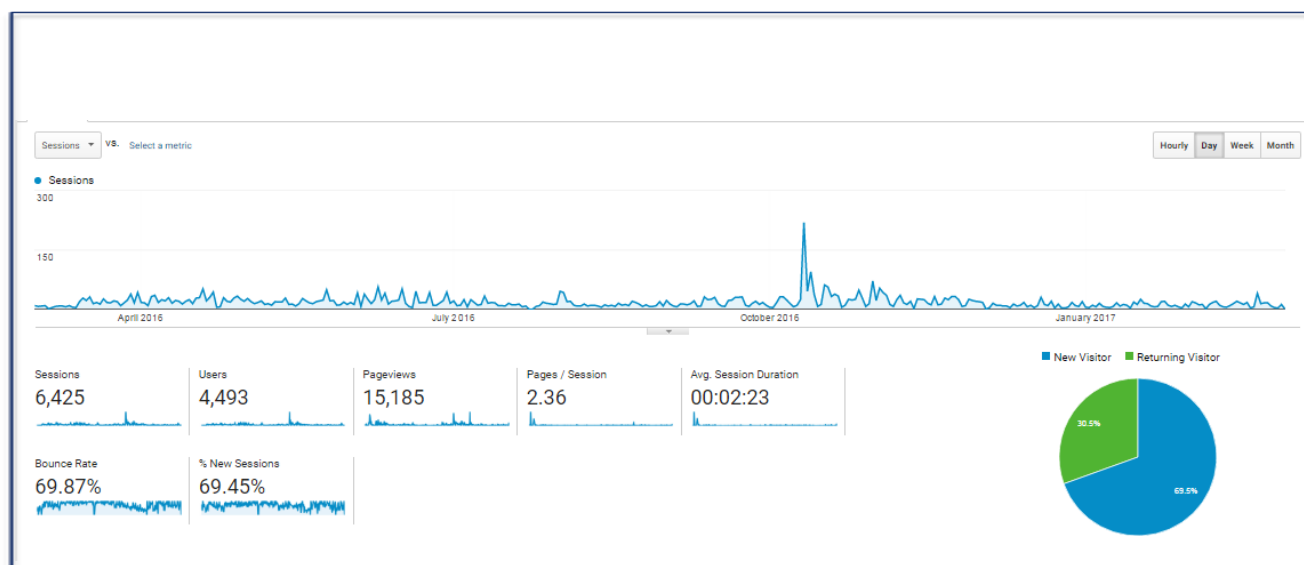
Figure 53 - Audience Overview Year3

Watching the graph of the number of sessions per day, we see there are several moments where there is a substantial increase in sessions. Usually increases in sessions are related to specific activities that have been performed by partners or because of activity on social networks.

Audience overview statistics Year3 versus Year 2 obtained from Google Analytics ™ are represented in next figure.
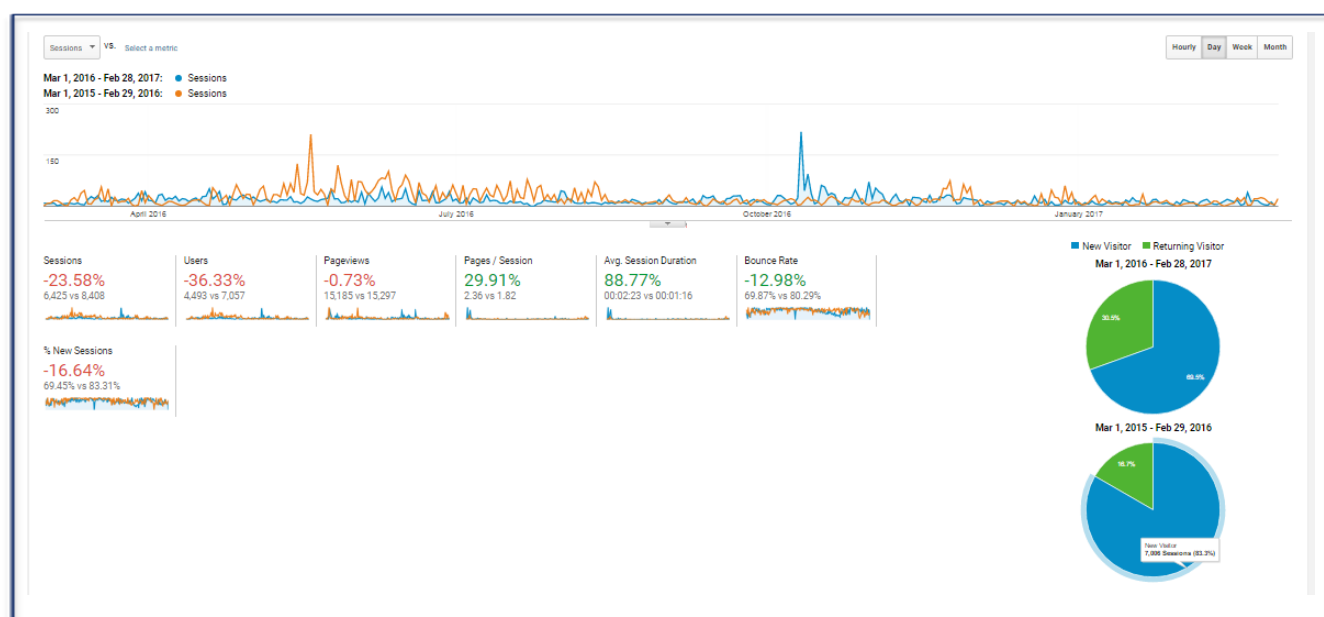
Figure 54 - Audience Overview Year3 vs Year2

In table 5 we show the evolution of the most relevant website indicators during the project life.

Period	Aver. Session Durations	Aver. Session Duration	Nº Sessions
Q1-Y1			0
Q2-Y1	2,14		330
Q3-Y1	3,10	2,51	673
Q4-Y1	2,29		921
Q1-Y2	1,33		2.633
Q2-Y2	0,31		3.230
Q3-Y2	1,33	1,31	1.463
Q4-Y2	2,26		1.082
Q1-Y3	3,22		1.734
Q2-Y3	1,02		1.502
Q3-Y3	2,42	2,17	2.215
Q4-Y3	2,02		974
Total		**2 minutes**	**16.757**

Table 5 - Main relevant Web KPI's

On the next table the geographical aspects of web users are indicated. First of all, we see that more or less the top visits by nation comes from countries that are related with the project (Spain, Italy, Romania, and UK). Germany demonstrates interest in CloudOpting projects dissemination efforts.

	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	16,494 % of Total: 100.00% (16,494)	76.21% Avg for View: 76.18% (0.04%)	12,570 % of Total: 100.04% (12,565)	74.42% Avg for View: 74.42% (0.00%)	2.12 Avg for View: 2.12 (0.00%)	00:01:50 Avg for View: 00:01:50 (0.00%)
1. Russia	3,846 (23.32%)	84.45%	3,248 (25.84%)	94.67%	1.37	00:00:25
2. Spain	3,410 (20.67%)	45.45%	1,550 (12.33%)	47.16%	4.12	00:05:20
3. United States	1,830 (11.09%)	98.91%	1,810 (14.40%)	85.41%	1.21	00:00:25
4. United Kingdom	1,112 (6.74%)	73.47%	817 (6.50%)	71.13%	1.96	00:01:27
5. (not set)	1,022 (6.20%)	99.61%	1,018 (8.10%)	85.91%	1.18	00:00:22
6. Italy	810 (4.91%)	68.40%	554 (4.41%)	58.27%	2.50	00:02:08
7. Romania	657 (3.98%)	49.01%	322 (2.56%)	60.58%	2.07	00:01:48
8. Brazil	394 (2.39%)	99.75%	393 (3.13%)	97.21%	1.05	00:00:07
9. Germany	305 (1.85%)	79.67%	243 (1.93%)	60.66%	3.50	00:03:42
10. China	247 (1.50%)	97.57%	241 (1.92%)	84.62%	1.05	00:00:34
11. Sweden	210 (1.27%)	43.33%	91 (0.72%)	53.33%	2.62	00:03:08
12. Belgium	185 (1.12%)	56.22%	104 (0.83%)	55.14%	2.91	00:02:56
13. Kyrgyzstan	181 (1.10%)	79.01%	143 (1.14%)	99.45%	1.01	00:00:03
14. France	155 (0.94%)	90.97%	141 (1.12%)	75.48%	1.75	00:01:21

Table 6 - Top visiting countries (1th February 2017)

Observing the previous table, a relevant classification on the interest on CloudOpting by country could be:

Interest on CloudOpting	
Country	Average Session Duration
Spain	5:20"
Germany	3:42"
Sweden	3:08"
Belgium	2:56"
Italy	2:08"
Romania	1:48"
UK	1:27"
France	1:21"

Table 7 - Top interested countries

2.4.3 Introduction of the project in partners' websites

Project members published information about CloudOpting on their corporate websites to further extend the audience of the project (links updated Y2).

Partner	Link to Partners Website
IMI	http://smartcity.bcn.cat/ca/arees-smart-city.html
Teamnet	http://www.teamnet.ro/grupul-teamnet/cercetare-si-dezvoltare/cloudopting/
Wellness Telecom	http://www.wtelecom.es/innovacion/
SDG	http://www.sdggroup.com/en/find-insights/news/digital-cloud-european-public-services
Smart Partners	http://smartpartners.eu/wp_sp/?page_id=379
Worldline	http://www.tempos21.com/web/rd-projects/
CSI	http://www.csipiemonte.it/web/en/documentazione/documentation-en/international-activities/713-cloudopting-en/file http://www.csipiemonte.it/web/en/international-activities http://www.csipiemonte.it/web/it/magazine/news/1077-cloudopting-day-quando-il-cloud-diventa-un-opportunita-per-pa-e-imprese
Profesia	http://www.profesia.it/partner/cloudopting/
Electric Corby	http://www.electriccorby.co.uk/projects/cloudopting/
Netport	http://www.netport.se/projekt/cloudopting-2/

Table 8 – Partners website with CloudOpting info

2.5   Social media presence

The CloudOpting social media activities contribute to objectives (1) *Increase the understanding and impact of the CloudOpting project among the wider European community, (2)* Make project stakeholders aware of the advantages of increasing the usage of cloud computing by public administrations and (3) Exploit the project outputs through synergies with other projects in the public services, cloud computing and open data areas *(page 5).*

2.5.1 Twitter™

The CloudOpting Twitter account is used to communicate the developments of the project. The #cloudopting tag is used to promote our Twitter™ account. Higher visibility through this channel is achieved by "following" a wide variety of European initiatives in the related project areas and being "followed" in return. The current Twitter™ page[44] is presented in the next figure .

Figure 55 - CloudOpting Twitter™ account

As reflected in the official data taken from Twitter™ Analytics presented below, the progress of tweets, impressions and followers has been significant during Year 3. Regarding the social media dissemination impact, the increase of followers, mentions and the profile visits has been one of the most important qualitative improvements in Year 3.

Communication through twitter has increased, as evidenced by the increase from around 55 tweets in Year to 1,196 tweets Year2 and around 360 in Year 3. The accumulative Tweets during the life of the project are more than 600. There has been a significant increase in tweets in Q3-Y3 because of the increased effort to disseminate the Hackathon.
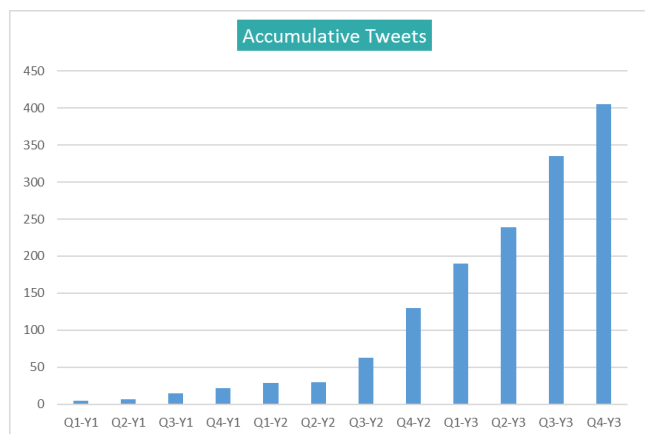
Figure 56 – Accumulative Tweets

In line with increasing tweets the CloudOpting Twitter profile has had an increase of followers, increasingfrom an average of 63 followers in year 1, to 254 in year2 and more than 480 followers in year 3.
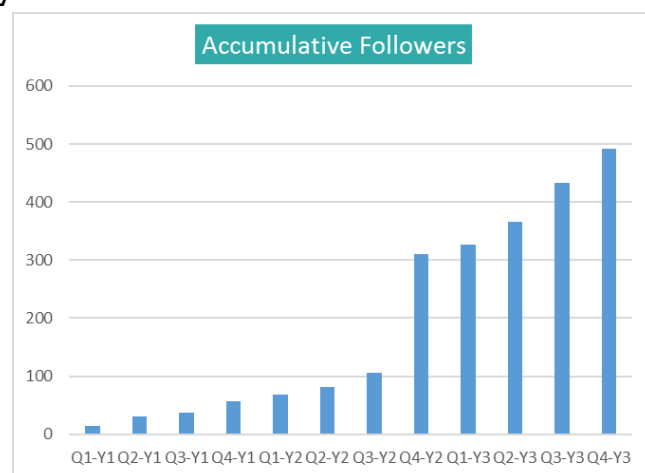
Figure 57– Accumulative new Followers, CloudOpting Twitter

Within the near-500 followers, thereare several very relevant followers. The next two figures display comments of these relevant stakeholders related with Cloud and eGovernment.

Figure 58 - CloudOpting Twitter™ follower -Mark Craddock
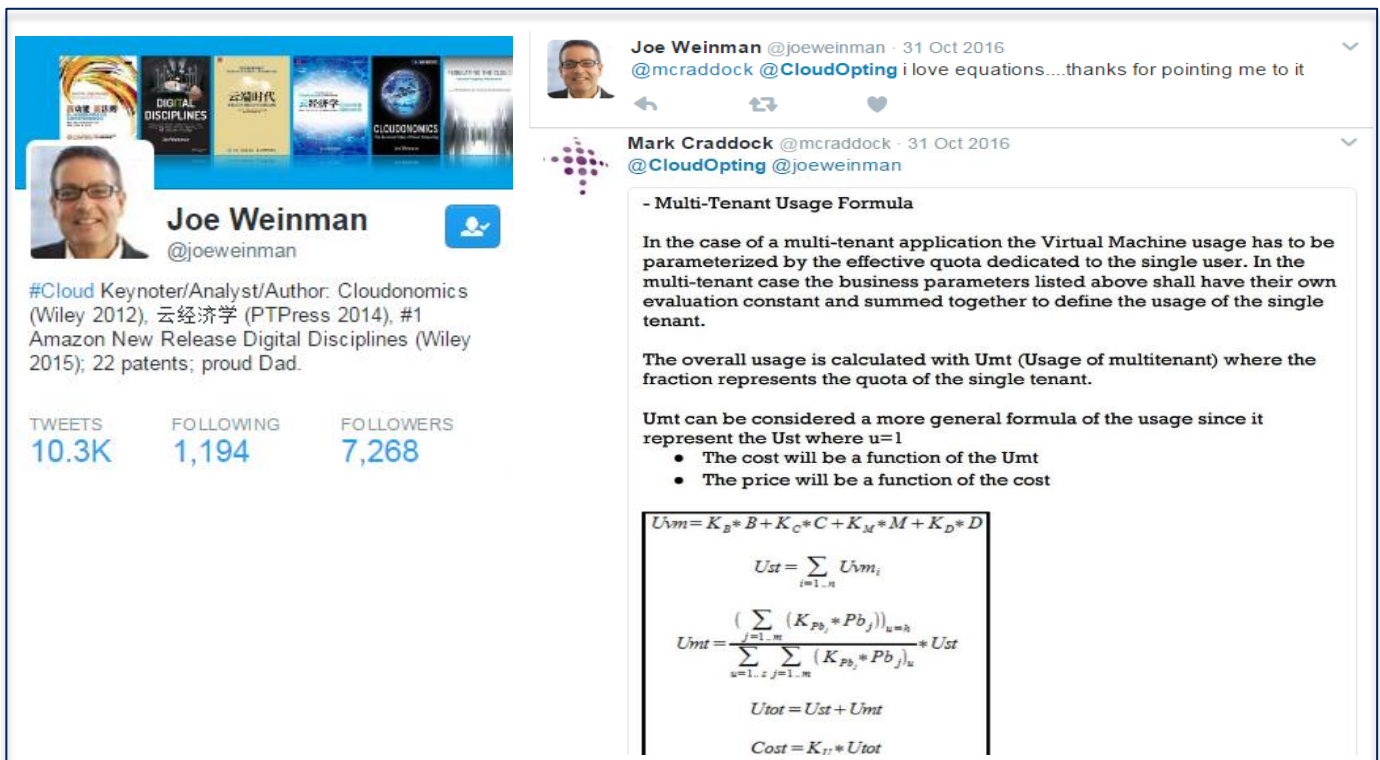
Figure 59 - CloudOpting Twitter™ follower -Joe Weinman

One of the Top Followers are related to the open source software.

Figure 60 - CloudOpting Twitter™ follower -Eren Niazi

Through activity carried out in the account there was an increase from about 7.400 impressions in Year1 and43.211 impressions Year2 to about 210.000 Year3, which represents almost 485 % more impressions. The accumulative impressions during the life of the project are 260.000.
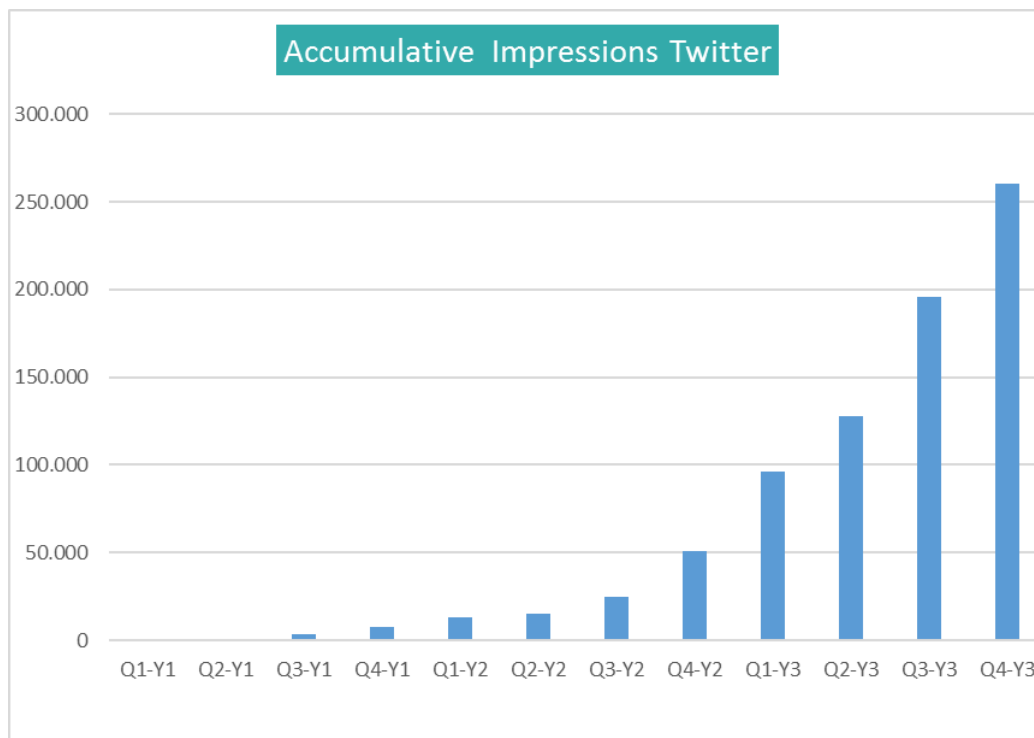
Figure 61 – Accumulative Impressions, CloudOpting Twitter™

There has also been a significant increase in the number of mentions who have gone from 61 mentions in Year1 and 123 new mentions in Year2, to complete the project with 313 mentions in Year3.
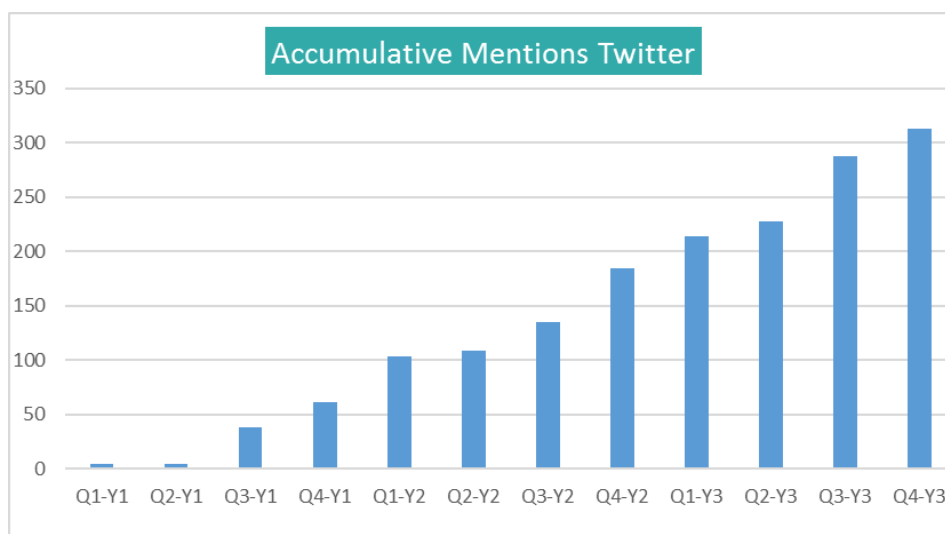
Figure 62 – Accumulative mentions

The most important qualitative improvements in Year 3 regarding the social media dissemination impact has been the increase of the profile visits which it has gone from 849 Year1 to 5,427 Year2 to about 8.444 in Year3. With around **14.000 profile visits** during the project, this is **the most relevant qualitative KPI**.
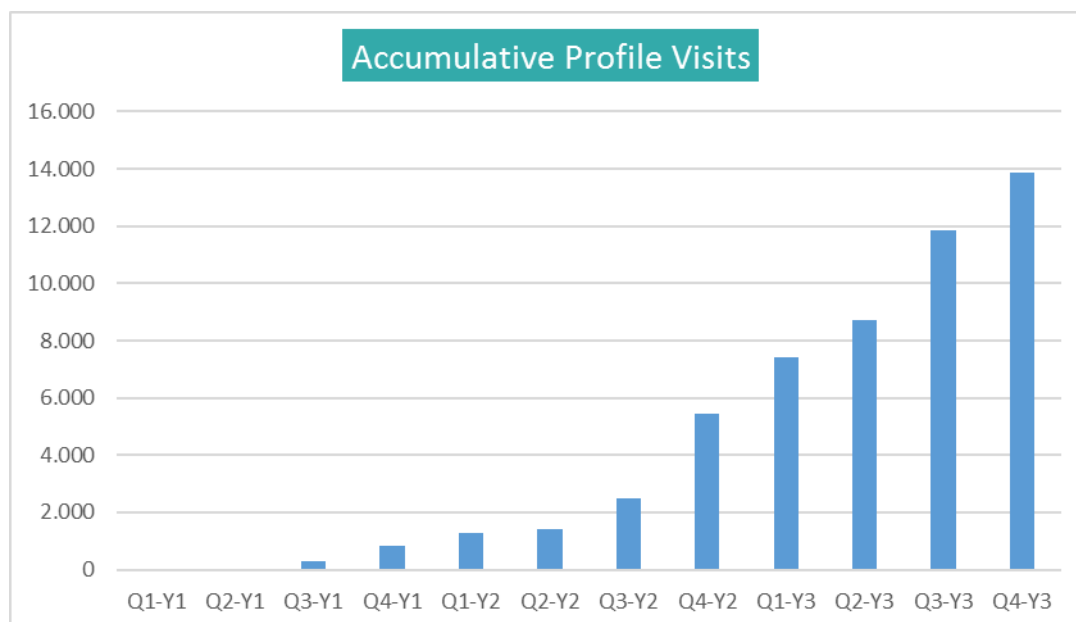
Figure 63 – Accumulative profile visits

We can observe in the next figure the source of our Twitter audience by country. Spain , United Kingdom and United States are our top audience countries with a 47% of the total audience.
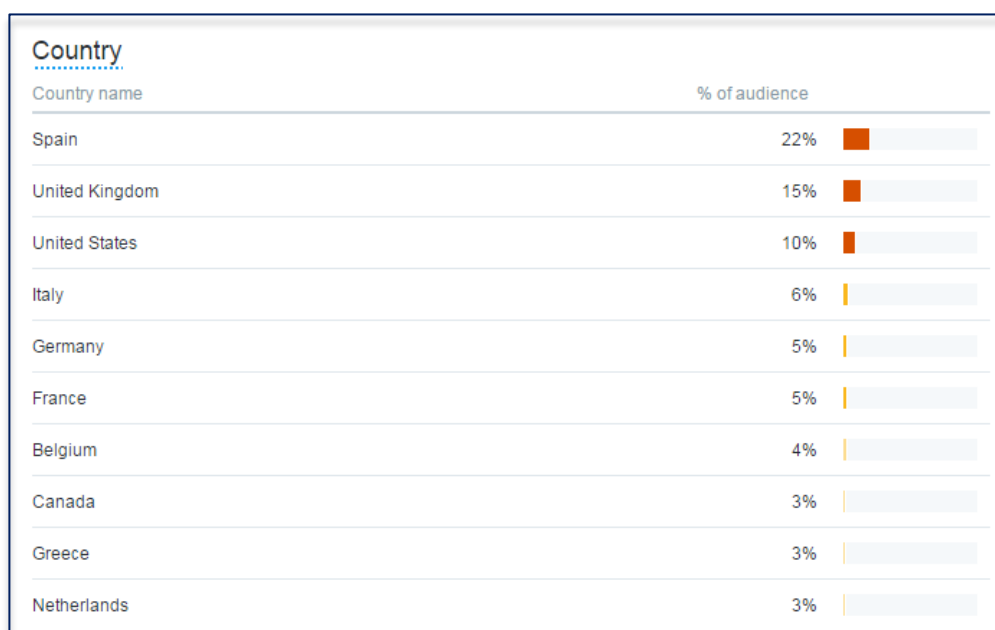
Figure 64 – Twitter™ Country audience

A more detailed description of the Twitter™ metrics can be found at the Annex 5.3

2.5.2 LinkedIn™

Interest in the LinkedIn™ group continues to be below expectations. There has been limited participation in the open discussions. The latest reports regarding CloudOpting's outputs, relevant European Commission news and relevant project discussions are shared to try and foster discussion with the group members. Number of members: 52

2.6 Networking

All partners have a role in raising awareness and spreading the project news in their own countries and surroundings. In this sense, each partner is responsible for looking into their own organization and contacts to identify possible interested parties in receiving information about CloudOpting or exploring collaborative initiatives with other European projects.

The CloudOpting networking activities contribute to objectives (1) *Increase the understanding and impact of the CloudOpting project among the wider European community, (2)* Make project stakeholders aware of the advantages of increasing the usage of cloud computing by public administrations and (3) Exploit the project outputs through synergies with other projects in the public services, cloud computing and open data areas *.*

2.6.1 Customer Relation Management (CRM)

There were a lot of events and promotion scheduled during the last year, and as a consequence there were a lot of contacts and leads to manage. T o address this communication challenge the CO General Assembly on June 2016 decided to rollup a CRM tool for managing the hackathon and all of the related communication procedures.

Therefore, the first 2 weeks of June were dedicated to select a tool for managing our CRM duties. The final selected tool was the opensource version of SUGAR CRM.
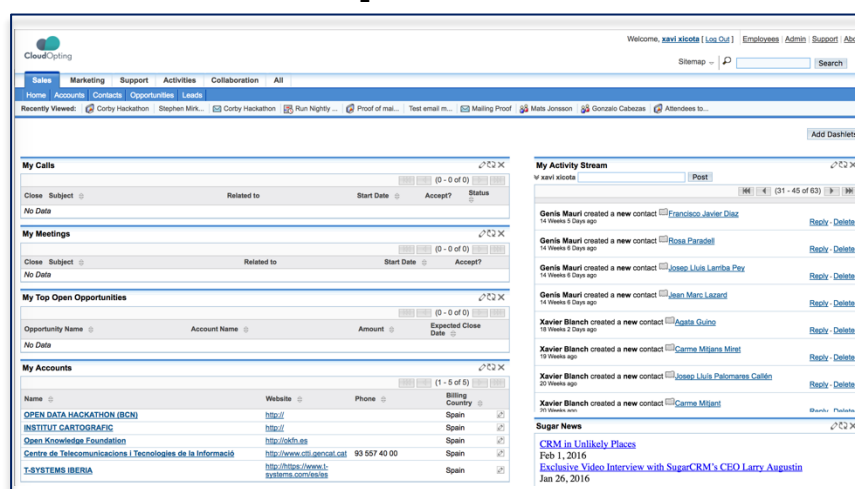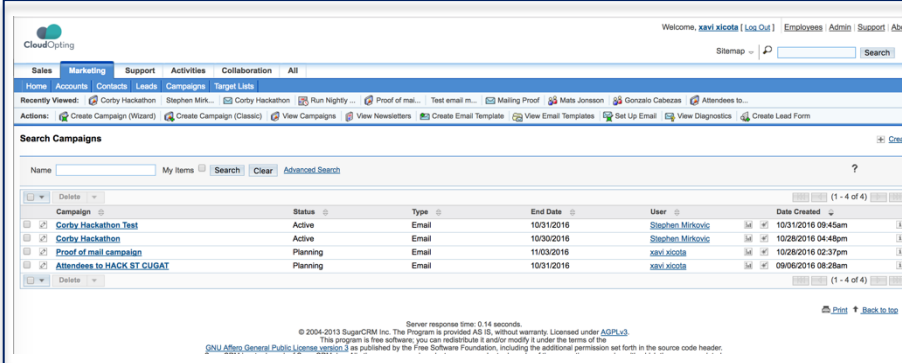
Figure 65 –CloudOpting CRM.

The tool was customized to the CloudOpting needs and was connected to a MAIL RELAY TOOL in order to be able to Schedule massive mailings without being classified as spam. The tool selected for that purpose was MAILGUN.
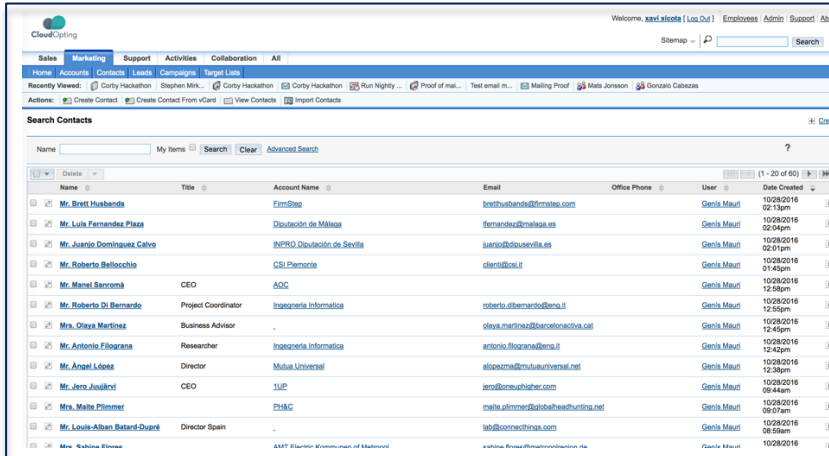
A marketing campaign was organized for each location containing each one a list of potential attendees to the event. This list of potential leads were contacted in a first stage by an official mailing letter.

Figure 66 – Mailing campaigns.

Each location was responsible of his own list of attendees, and performed a second call to guarantee the attendance of each potential contact.

Figure 67 – SDG CRM contacts.

We started this procedure as a consequence of a management program to achieve "10 attendees for the 10th of October", which succeeded in BCN and Karlshamn, but unfortunately did not achieve the goals in Corby.

Knowing this inconvenience the GA decide to start a final marketing plan adding 70 contacts to the existing list and sending a new wave of mailing letters and calls performed by the Corby Team.

Figure 68 – Corby CRM contacts.

The mails were sent on the 31 of october, and the calls were performed between 15th and 31 of October, but as reported we just achieved 3 attendees and the event in Corby was definitively suspended.
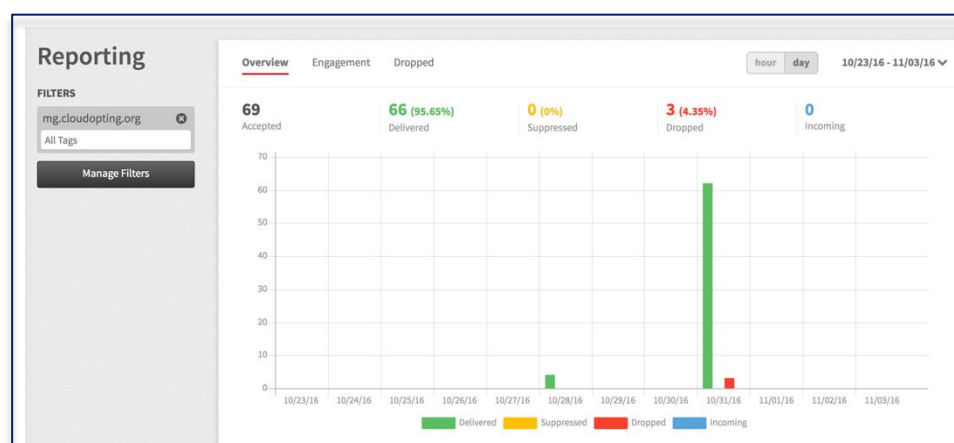
Figure 69 – Reporting mailing 31 Oct.

The CRM was also used for an email campaign for the attendances at the Barcelona Workshop.

2.6.2 Face to Face Meetings

Continuing with the strategy defined at the WP5, this year we have held more than 95 meetings with specific Stakeholders (target audience) to ensure the understanding and have their engagement in CloudOpting project. The target Stakeholders contacted were the potential services subscribers, service providers platform provider, investors and other relevant stakeholders.

Following we list some of the most relevant meetings done during this Year3, organized by partners.

IMI :

- The 24th of OCTOBER and extraordinary meeting with **local municipalities** and 2 aggregators (LOCALRET & AOC) were celebrated in order to validate the value offer and the business model.

Figure 70 – Reporting mailing 31 Oct

- **ATSystemas (**12/1/2017: Josep Albert Esteban). SME Company with 800 employees. Development and consultancy. This meeting was about the possibility to publish some mobile services on top of Cloudopting.

  Remarks: Some solutions have licence fee & licence restriction to consider before publishing it on top of a platform. Will attend to the Workshop.

- **Cap Gemini and Ernst & Young (**27/10/2016 Salvador Amat). Big consultancy EU Wide. The interest was to know about the capabilities of Cloudopting.

  Remarks: The high availability is something to consider before deploying any applications. They consider the platform as useful for minor apps like mobile or open data that are not linked to production of service directly. Has come to the Hackathon.

- **Localret (**15/9/2016 Lluis Just) . Big aggregator of municipalities, more than 900.They are very interested in a Project than can aggregate demand.

  Remark: they consider that solution provider could pay for the sustainability of the platform. The key success factor, from his perspective its to have a good catalogue of applications. He organized a particular face 2 face with 5 municipalities.

- **Opentrends (**15/11/2016 Jordi Negrete). SME Opensource Company.Taking the opportunitty of th SCWC we mee ton the Opentrends place to talk about SENTILO colaboration. The Project it's evolving positively and is going to be part of other international projects.

Remarks: They are very interested to be an active part of the cloudopting catalogue if it becomes a Company at the end.

- **MediaCloud (**15/11/2016 Sergi Martinez Mudarra). Big Cloud provider.They are very interested to promote public cloud iniciatives.

  Remarks: they will invest few cloud resources on Cloudopting in case we stablish a new Company or fundation.

- **ACECCAT (**26/10/2016 Javier Noguero.). Cloud association of local enterprises.The local cloud association is made of SME working in the cloud services but there are no big cloud providers there.

  Remarks: they can help us to promote the Cloudopting platform among the Association members focused on Service providers instead of cloudproviders.

Wellness Telecom:

- **Atlantica Yield**, (March 2016 , Mr. Jose Montoro) – focus on Cloud Service migration - Interest in Security, Connectivity inter sites, Datacenter as a Service
- **Diputación de Sevilla**, (April 2016, Mr. Juanjo Domínguez)- focus on Cloud Service migration – interest in IaaS and SaaS
- **Emasesa**, (May 2016 – Mr. Alfonso López) – focus on Cloud Service migration – interest in Security and WAF
- **Colegio San Francisco de Paula** (September 2016 – Sr. Manuel Morillo)) – focus on Cloud Service migration – interest in   in security, email and ERP

SDG Group:

Investor meetings in order to explain the CloudOpting project, its exploitation strategy as well as the business model and the business plan of the proposed startup.

The topic of the Face to Face Meetings: Project sustainability, Fostering the creation of the CloudOpting startup and its franchises. Presentation of an investment deck tailored to specific investors profiles. Such document served to explain the main features of the exploitation strategy such as the creation of a startup and the franchises model around Europe. Furthermore, it was used to raise the initial necessary investment amount described in D5.3.

The contribution to the project goals: Continuous feedback to improve the investment deck as well as the "call for investment speech", allowing to adjust some aspects of the CloudOpting Business Model

- **Merck Finck Privat Bankiers**, München, Germany. Thomas Kemming
- **Von Tobel Privat Bankiers**, Zürich, Switzerland, Hanspeter R. Gehrer
- **Lienhardt & Partner privat Bankiers**, Zürich, Switzerland. Dr. Duri Prader
- **Julius Bär & co Ag Privat Bankiers**, Zürich, Switzerland. Oliver Schickler

- **Firminvest**, Zürich, Switzerland. Fabio Pelli
- **Ipanema Capital**, München, Germany. Dr. Professor Falkner
- **Baryon Ag**, Zürich, Switzerland. Hans Ulrich Wickli
- **Valiant Ag privat Bankiers**, AARAU Zürich, Switzerland. Thomas Bolli
- **Crea Inversió**, Barcelona, Spain. Marc Murtra
- **Global Service Management AG**, Zürich, Switzerland. Branko T. Kunovic
- **Samaipata Ventures**, Madrid, Spain. Alvaro González San Pedro.

Smart Partnership present Cloudopting to:

Companies:
- **Ackstrom (**Mars. 2016, CTO) a Cloud Platform Management
- **Siemens PLM Software**(May 2016,local Manager) a Software provider
- **Everis (**Jun 2016, Public Sector Manager**)** Service Providers company
- **Scheneider (**Sept. 2016 , local Public Key Account), Global Elect. Provider.
- **PromAut**, (Sept. 2016, Manager) Transport company
- **Comsa Emte** (Sept. 2016, Innovation Manager) Public services provider,
- **OpenDataSoft** (Nov. 2016 South Europe Manager), Big Data company
- **Wordsensing** (Nov. 2016, CEO), IoT company
- **EuroCloud** (Jan 2017, Spain Representative), Cloud Association,
- **DL Lane** (Jan 2017, Technical Director), Transport company
- **Cat-PL** (Feb 2017, President), Open Source Association
- **Technova** (Feb. 2017), Top Tech incubator in europe

Public Administration:
- **City Sant Cugat**, (Juny 2016, Innovation Manager)
- **City Sant Esteve Sesrovires**, (Oct. 2016 , IT Manager)
- **City Manlleu**, (Oct. 2016 , IT Manager)
- **City Martorell**, (Oct. 2016 , IT Manager)
- **City Valladolid** (Nov. 2016, IT Manager)
- **City Terrassa**, (Jan. 2016, Innovation Department)

Aggregators Public Administration:
- **Diputació de Girona** (Sept. 2016, Support Public Administration).
- **Diputació de Barcelona**, (Sept. 2016,   Smart Region Project Manager)
- **Consell Comarcal del Bages**, (Sept. 2016,   Head Technical Support to Municipalities)
- Contact made to over 100 organisation in order to promote the Hackathon [45].

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[45] https://docs.google.com/spreadsheets/d/1xB4rL7h8TvQ0zzFi4u4D5vRcJth_avWuotVTS5rSOzk/edit?usp=sharing

Worldline present Cloudopting to several potential stakeholders and customers:

- Meeting with **Viladecans City Council** on 5 July 2016, we provided more information on CloudOpting services and potential collaboration.
- Meeting with **ATOS UK sales force**, we provided information of CloudOpting project including FixThis, Next2Me and Agenda services functionality and market opportunities.
- Definition and presentation of a business model (for the service FixThis, Next2Me and Agenda) for the **municipality of Montevideo**.
- Meeting on 29 September 2016 with **Consorci AOC** (the Catalan agency in charge of fostering the digital transformation of the Catalan administrations in order to achieve open, efficient and transparent governments). The objective was to add on previous meetings with them by providing more information on FixThis, Next2Me and Agenda services.
- Meeting with **Eurecat (**Catalan Technology agent) on 4 October 2016, providing them with information of CloudOpting project including FixThis, Next2Me and Agenda services functionality and market opportunities.
- Meeting with **Viladecans City Council** on 23 November 2016, where we continued working on how to focus our potential collaboration on CloudOpting.
- Workshop on 16 February 2017 with three European municipalities (**Belgrade, Stavanger and Valencia**) where we provided information of CloudOpting project including FixThis, Next2Me and Agenda services functionality and market opportunities.

CSI present CloudOpting:

Meetings with Local Public Authorities and Municipalities (UM - Unions of Mountain Local Municipalities):

- **UM Valle Elvo**, 21/04/2016, Graglia,
- **Unioni Montane of Piedmont Region**, 05/05/2016 (CSI Location)
- **UM Alta Val Tanaro** , 13/05/2016, Bagnasco,
- **UM Valle Cervo**, La Bursch 18/05/2016, Andorno Micca
- **UM Alta Langa** 19/05/2016, Bossolasco,
- **UM Mombarone** , 26/05/2016, Borgofranco,
- **UM Valli Mongia e Cevetta, Langa Cebana**, Valle Bormida 07/06/2016, Ceva,
- **UM Valli Chisone e Germanasca**, 16/06/2016 Perosa Argentina,
- **UM Valsangone**, 04/07/2016, Giaveno,
- **UM Alpi del Mare** , 05/07/2016, Valdieri,
- **UM Via Lattea Comuni Olimpici** , 06/07/2016, Sestriere,
- **UC Langa e Barolo** , 19/07/2016 Dogliani,
- **UM Pinerolese** , 20/07/2016 ,Torre Pellice,
- **UM Mondolè** , 29/07/2016 Roccaforte di Mondovì,
- **UM Valle Stura** , 12/09/2016 Demonte,
- **UM Gran Paradiso e UM Orco e Soana** 16/09/2016, Ronco Canavese,
- **Beinette**: Incontro con i Comuni 23/09/2016 ,

- **Unione Montana Terre Alte** , 30/09/2016 Cantalupo Ligure,
- **Unione Terre di Chiusella** , 13/10/2016, Strambinello,
- **Unione Terre d'Acque**, 27/10/2016 Vespolate,
- **Unione Collinare Val Tiglione e Unione Collinare Vigne e Vini** 4/11/2016 Calamandrana,
- **Unione Montana Valli di Lanzo Ceronda e Casternone** 1/12/2016 Lanzo Torinese,

Figure 71 – CSI event

CSI with the "Cloud & ICT as a Service" section of the "Observatory of Digital Innovation" of the **School of Management of Politecnico di Milano**, arranged a special event about Cloud opportunities for public administration and local businesses, where the project CloudOpting has been presented as one of CSI Cloud activities.
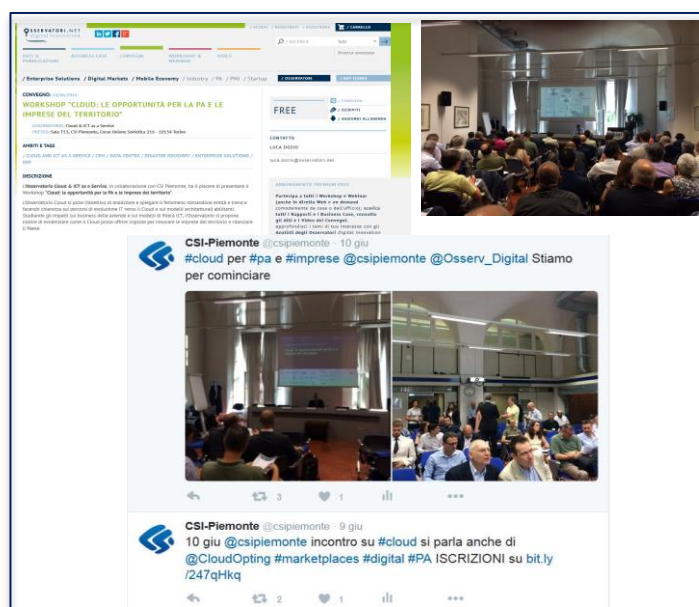
Figure 72 – CSI event [46]

NetPort present CloudOpting to:

- **City of Karlshamn,**
- **City of Karlskrona,**
- **City of Lund**
- **City of Helsingborg**
- Additional contacts have been made:[47].

Electric Corby present CloudOpting to:

- **Corby Borough Council's** IT department, Dan Earl. Goals of meeting: To push for attendance to the CloudOpting Hackathon
- Will McAlindon, ICT Manager of Corby Borough Council to discuss the Councils approach to and interest in being a service subscriber in general AND in the context of local government re-organisation / amalgamation that is currently being planned.
- **Engine Creative**, Andy Wise. To discuss being a service provider
- David Sims and Anthony Dady from the **Corby Borough Council** – Discussing opportunities for and circumstances in which Corby Borough Council might act as a service subscriber of CloudOpting
- White October, **Dave Fletcher**. Discussing becoming a service provider
- Contact made to over 70 companies in order to promote both Day 1 and Day 2 of the Corby Hackathon[48]

The most relevant F2F are   summarized in the next table:

	Relevant Organization	Type	Motivation	Meeting Output
Service Subscriber Aggregator	AOC	Public Administration (+ 900 municipalities)	Potential Services Subscriber aggregator	• Collaboration with WP5 (Business Case) • Hackathon Collaboration • Interest in a MOU signature
	Diputacio de Barcelona	Public Administration aggregator	Potential Service Subscriber aggregator	• They have 1000 aplications to share with other regional public administrations
	Diputacion de Sevilla	Public Administration aggregator	Potential Service Subscriber aggregator	• Feedback of the Cloudopting model

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[47] https://docs.google.com/spreadsheets/d/1xB4rL7h8TvQ0zzFi4u4D5vRcJth_avWuotVTS5rSOzk/edit?usp=sharing

[48] https://docs.google.com/spreadsheets/d/1xB4rL7h8TvQ0zzFi4u4D5vRcJth_avWuotVTS5rSOzk/edit?usp=sharing

	Diputació de Girona	Public Administration aggregator	Potential Service Subscriber aggregator	• Feedback of the Cloudopting model
	Consell Comarcal del Bages	Public Administration aggregator	Potential support of the after project CloudOpting organization	• Feedback of the Cloudopting model
	AM30	Public Administration association	Potential Service Subscriber aggregator	• Support to the Hackathon •
	LocalRet	Public Administration	Potential support of the after project CloudOpting organization	• Support to the Hackathon • Feedback of the Cloudopting model
Single Service Subscriber	**City of Sant Cugat**	Public Administration	Potential Service Subscriber	• Support to the Hackathon • Feedback of the Cloudopting model
	Corby Borough Council's	Public Administration	To push for attendance to the CloudOpting Hackathon	• Feedback of the Cloudopting model
	City of Belgrade	Public Administration	Potential Service Subscriber	• Feedback of the Cloudopting model
	City of Stavanger	Public Administration	Potential Service Subscriber	• Feedback of the Cloudopting model
	City of Valencia	Public Administration	Potential Service Subscriber	• Feedback of the Cloudopting model
	City of Sant Esteve Sesrovires	Public Administration	Potential support of the after project CloudOpting organization	• Feedback of the Cloudopting model
	Barcelona d'Infraestructures Municipals, S.A	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	EMANASA	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	City of Montevideo	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	City of MANLLEU	Public Administration	Potential support of the after project CloudOpting organization	• Feedback of the Cloudopting model

City of Martorell	Public Administration	Potential support of the after project CloudOpting organization	• Feedback of the Cloudopting model
City of Viladecan	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
Ajuntament de BOLVIR	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
City of Karlshamn,	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
City of Karlskrona	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
City of Lund and	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
City of Helsingborg	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
UM Valle Elvo	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
Unioni Montane of Piedmont Region	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
UM Alta Val Tanaro	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
UM Valle Cervo	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
UM Alta Langa	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
UM Mombarone	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
UM Valli Mongia	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
UM Valli Chisone e Germanasca	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
UM Valsangone	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model

	UM Alpi del Mare	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	UM Via Lattea Comuni Olimpici	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	UC Langa e Barolo	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	UM Pinerolese	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	UM Mondolè	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	UM Valle Stura	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	UM Gran Paradiso	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	UM Orco e Soana	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	Unione Montana Terre Alte	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	Unione Terre di Chiusella	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	Unione Terre d'Acque	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	Unione Montana Valli di Lanzo Ceronda e Casternone	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	Unione Collinare Val Tiglione	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
	Unione Collinare Vigne e Vini	Public Administration	Potential Services Subscriber	• Feedback of the Cloudopting model
Services Provider Aggregator	EuroCloud	Service provider Association	Potential Service Provider	• Feedback of the Cloudopting model. • Interest in a MOU signature
	CAT - PL	Service Provider Association	Potential Service Provider	• Feedback of the Cloudopting model. • Interest in a MOU signature

	AMEC	Service Provider Association	Potential Service Provider	• Feedback of the Cloudopting model
	Barcelona Activa	StartUps incubator	Potential Service Provider	• Feedback of the Cloudopting model
	Technova	StartUps incubator	Potential Service Provider	• Feedback of the Cloudopting model
	ACECCAT	No-profit organization (entrepreneurs from the cloud ICT sector)	Aggregators of potential Service Providers	• Prepare dissemination event • Interest in a MOU signature
Single Services Provider	Doceo software	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	Albanta Creativos	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	Thigis	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	DSD0	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	XGR	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	EVERIS	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	L'Associació pel Desenvolupament Rural de la Catalunya Central	Association	Potential Service Provider	• Feedback of the Cloudopting model
	Validated ID	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	Tokiata	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	ATSISTEMAS	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	Namastech	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	CapGemeni	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	Dave Fletcher	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	Engine Creative	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	White October	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	Atlantica Yield	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	G2	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model

	OpenDataSoft	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model • Interest in a MOU signature
	Nicon	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	Bundler	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	Cybercom	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	Opentrends	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
	Ackstorm	Service Provider	Potential Service Provider	• Feedback of the Cloudopting model
Cloud Provider	T-System	Cloud provider	Potential Cloudprovider	• Support to the Hackathon • Feedback of the Cloudopting model
	MediaCloud	Cloud provider	Potential Cloudprovider	• Support to the Hackathon • Feedback of the Cloudopting model
	Centurylink	Cloud provider	Potential Cloudprovider	• Support to the Hackathon • Feedback of the Cloudopting model
Investor & Legal Advisors	Merck Finck Privat Bankiers	Investor	Potential investor after the project	• feedback to improve the investment deck
	Von Tobel Privat Bankiers	Investor	Potential investor after the project	• feedback to improve the investment deck
	Lienhardt & Partner privat Bankiers	Investor	Potential investor after the project	• feedback to improve the investment deck
	Julius Bär & co Ag Privat Bankiers	Investor	Potential investor after the project	• feedback to improve the investment deck
	Firminvest	Investor	Potential investor after the project	• feedback to improve the investment deck
	Ipanema Capital	Investor	Potential investor after the project	• feedback to improve the investment deck
	Baryon Ag	Investor	Potential investor after the project	• feedback to improve the investment deck

	Valiant Ag privat Bankiers	Investor	Potential investor after the project	• feedback to improve the investment deck
	Crea Inversió	Investor	Potential investor after the project	• feedback to improve the investment deck
	Global Service Management AG	Investor	Potential investor after the project	• feedback to improve the investment deck
	Samaipata Ventures	Investor	Potential investor after the project	• feedback to improve the investment deck
Other	DAMA-UPC	Scientific/research community		• Feedback of the Cloudopting model
	University Malmo	Scientific/research community		• Feedback of the Cloudopting model
	Eurecat	Scientific/research community		• Feedback of the Cloudopting model
	School of Management of Politecnico di Milano	Scientific/research community		• Feedback of the Cloudopting model
	Fundació TicSalut	Scientific/research community		• The Health Market has other requirements

Table 9 – CloudOpting Face to Face meetings Y3

Total numbers of F2F organize by target group:

- Service Subscriber Aggregator : 7 (3 planned)
- Single Service Subscriber   : 40 (12 planned)
- Service Provider Aggregator   : 6 (6 planned)
- Single Service Provider   : 23 (20 planned)
- Platform Provider   : 3 (6 planned)
- Investor & Legal Advisors   : 11 (10 planned)
- Scientific/research community : 5

The general Outputs of this face to face meeting are very encouraging, most meetings have exceeded our expectations. All of the outcomes have been handed over to the WP5 and has been used as well to improve the impact of the activities generated by the WP6.

2.6.3 Commercial Plan

In the Deliverable D5.3 [6] we found the definition and the model of the necessary local actions to carry out for the implementation of the CloudOpting commercial plan. Having identified the pros and cons for the different potential customer segments, a first approach, based on the go-to-market strategy, has been undertaken to collect a list of names, companies, motives and contact details. This list is going to be used to establish direct contact with potential customers, to set up meetings and to assess the feasibility of them becoming a CloudOpting participant. The strategy, the messages and the necessary material to access to the potential customer is carried out by WP5 and WP6. Mainly, the direct contact for the first step is performed by the team of WP5 and WP6. Occasionally other partners may do so, due to the knowledge or relationship they have with the potential customer, geographical proximity or for strategic reasons. The commercial plan implemented in conjunction with the WP5 aims to ensure the understanding and the engagement in CloudOpting project of several relevant stakeholders.

The following table shows the final indicators of the Commercial Plan during the lifetime of the project, in terms of identified potential stakeholders, presentation of the project in events, expositions and congress, as well as individual meetings established with the potential stakeholders.

Target Audience	Sub Target	Identified Potential Stakeholder			Presentations in Events and Congress			Face to face Meetings		
		Y1	Y2	**Y3**	Y1	Y2	**Y3**	Y1	Y2	**Y3**
Service Providers	Single Entities	0	48	**250**	50	125	**170**	0	10	**23**
	Aggregators	0	3	**10**	1	2	**6**	0	3	**6**
Service Subscribers	Single Entities	0	50	**150**	2	25	**80**	0	3	**40**
	Aggregators	0	10	**20**	0	2	**10**	0	1	**7**
Platform Providers	Single Entities	0	21	**30**	0	4	**8**	0	3	**3**
Investors	-	0	5	**20**	0	5	**10**	0	3	**11**

Table 10 - Expected cumulative progress of identification and presentations

The table below presents indicators regarding the different stage of maturity established between the CloudOpting project and the potential stakeholders identified.

Description of the different stage:

- **Awareness**: When a potential stakeholder knows and understands the current situation of the CloudOpting project and its roadmap.

- **Engagement**: When a potential stakeholder has been contacted, the project and its roadmap have been presented and, as a result of the conversations and face-to-

face meetings held, there is a positive successful outcome from its part that may lead to a new meeting and/or establish a formal collaboration with CloudOpting.

- **Conversion**: When the potential stakeholder already engaged and CloudOpting reach an agreement establishing a formal relationship and/or collaboration during and/or after the project length.

During this Year3 we have realized that the "**Conversion**" planned KPIs during the project were too risky due to the fact that we have some relevant barriers like public procurement or lack of legal entity. Not having it clear, we have not boost the activities related to the "conversion" to build more high level engagement. In the other hand, we have focused on the "**Awareness**" and "**Engagement**", with a high number of activities that have exceeded planned KPIs.

Target Audience	Sub Target	Awareness			Engagement			Conversion		
		Y1	Y2	**Y3**	Y1	Y2	**Y3**	Y1	Y2	**Y3**
Service Providers	Single Entities	50	150	**>1000**	1	3	**23**	-	-	**1***
	Aggregators	1	2	**>15**	0	2	**6**	-	-	**2***
Service Subscribers	Single Entities	5	30	**>5000**	1	2	**6**	-	-	**0***
	Aggregators	0	3	**>10**	0	1	**5**	-	-	**0***
Platform Providers	Single Entities	0	5	**>10**	0	2	**4**	-	-	**0***
Investors	-	0	5	**>15**	0	2	**11**	-	-	**0***

Table 11 - Cumulative progress during the project by the maturity stage with the potential stakeholders

(*) to be updated next weeks

List of Engagement:

- Service Provider Aggregator :
  - EuroCloud
  - CAT - PL
  - AMEC
  - Barcelona Activa
  - Technova
  - ACECCAT

- Single Service Provider :
  - Doceo software
  - Albanta Creativos

- o Thigis
- o DSD0
- o XGR
- o EVERIS
- o L'Associació pel Desenvolupament Rural de la Catalunya Central
- o Validated ID
- o Tokiata
- o ATSISTEMAS
- o Namastech
- o CapGemeni
- o Dave Fletcher
- o Engine Creative
- o White October
- o Atlantica Yield
- o G2
- o OpenDataSoft
- o Nicon
- o Bundler
- o Cybercom
- o Opentrends
- o Ackstorm

- Service Subscriber Aggregator :
  - o AOC
  - o Diputació de Girona
  - o Consell Comarcal del Bages
  - o AM30
  - o LocalRet

- Single Service Subscriber   :
  - o City of Sant Cugat
  - o Corby Borough Council's
  - o City of Sant Esteve Sesrovires
  - o City of Manlleu
  - o City of Martorell
  - o City of Karlshamn,

- Platform Provider   :
  - o T-System
  - o MediaCloud
  - o Centurylink
  - o Google Cloud

- Investor & Legal Advisors   :
  - o Merck Finck Privat Bankiers
  - o Von Tobel Privat Bankiers
  - o Lienhardt & Partner privat Bankiers
  - o Julius Bär & co Ag Privat Bankiers

- o Firminvest
- o Ipanema Capital
- o Baryon Ag
- o Valiant Ag privat Bankiers
- o Crea Inversió
- o Global Service Management AG
- o Samaipata Ventures

List of Conversion:

- Service Provider Aggregator :
  - o AMEC
  - o ACECCAT

- Single Service Provider :
  - o Connecthings

(*) this list will be updated next weeks by :

- Service Provider Aggregator :
  - o EuroCloud
  - o CAT – PL

- Single Service Provider :
  - o Atsistemas
  - o Opentrends

- Service Subscriber Aggregator :
  - o AOC
  - o LocalRet

- Single Service Subscriber :
  - o City of Sant Cugat
  - o Corby Borough Council's
  - o City Karlshamn

- Platform Provider :
  - o MediaCloud
  - o Centurylink

2.6.4 Attendance to external events

During the second years of the project period, the consortium partners have been present at 21 different European events as well as national/local events. A summary of these has been provided in table 8. The CloudOpting KPI related to the external events has been achieved due to the fact that we have attended at least 15 national and international events per year. The outcomes of the attendance to individual events have been collected in the form of reports, provided to the attention of the reader in the Annex section *7.3 "External Events Reports Y2".*

Event	Date	Place
Innovation Agenda	March 15, 2016	Stockholm (Sweden)
Barcelona Activa	April 11, 2016	Barcelona (Spain)
Cloud Expo Europe 2016	April 12, 2016	London (UK)
Observatory of Digital Innovation	June 8, 2016	Turin (IT)
Dev Talks	June 9, 2016	Bucharest (Romania)
Open DevOps	June, 2016	Milan (IT)
Big Data, Cloud Computing	June 30, 2016	Bucharest (Romania)
Oracle Architects Club	Sept, 2016	Bucharest (Romania)
Open Data Institute	Sept 20, 2016	Barcelona (Spain)
Smart City Info Day	Sept 23, 2016	Brussels (Belgium)
ICT Proposers' Day 2016	Sept. 26-27, 2016	Bratislava (Eslovaquia)
Smart Transformation Forum	Sept 29, 2016	Bucharest (Romania)
Cloud Forward Conference	October 18, 2016	Madrid (Spain)
IOT Solutions World Congress	October 25, 2016	Barcelona (Spain)
Energiting SydOst	November 10, 2016	Malmo (Sweden)
Smart City Expo World Congress	November 17, 2016	Barcelona (Spain)
DevHacks Romania	November 20, 2016	Bucharest (Romania)
IoT Inspiration Seminar	December 15, 2016	Malmo (Sweden)
IoT for Business	January 19, 2017	Barcelona (Spain)
Smart City UK conference	February 2, 2017	London (UK)
Mobile World Congress	February 27, 2017	Barcelona (Spain)

Table 12 - Summary of attended events Year 3

2.6.5 Synergies with other projects

Among its objectives, CloudOpting includes collaboration with other project-related European initiatives in order to foster joint efforts in the exploitation of dissemination results and maximize the impact of achievements and the work accomplished. So far we have been able to establish contact with a number of projects from the European cloud

cluster, to realize cross-dissemination activities like promotion of newly available project outputs, exchange of information concerning technical and business case issues, introducing a briefing of the projects in our public websites. A non-exhaustive list of projects CloudOpting has established contact with is provided below.

We can highlight that more than 10 European Projects have been contacted to promote/disseminate CloudOpting Hackathon.

Figure 73 – Example of European Project talking about the Hackathon

Figure 74 – Example of European Project talking about the Hackathon

Project	Website	Activity
CLIPS	www.clips-project.eu	• Working on synergies in Business Case and Sustainability Plan • Co-dissemination
Clarity	(still they don't have)	• Co-dissemination • to become a member of the their network
Mo Bizz	https://www.mobizz-project.eu/	• find synergies
Cloudwatchhub	http://www.cloudwatchhub.eu/	• co-dissemination
Cluster of European projects on cloud	https://eucloudclusters.wordpress.com/	• Request to Joint the Cluster/s
CloudCatalyst	http://www.cloudcatalyst.eu/	• Analysis the Entrepreneur as Service Providers
Strategic	http://www.strategic-project.eu/	• co-dissemination
VirgoRegister	http://virgoregistry.eu/?lang=fr	• co-dissemination
SUCRE	www.sucreproject.eu	• co-dissemination
TRESSCA	http://www.trescca.eu	• Cloud security feedback
Switch	http://www.switchproject.eu	• Evaluating technological synergies • co-dissemination
Cloud for Europe	www.cloudforeurope.eu	• co-dissemination
Cumulus	http://www.cumulus-project.eu/index.php/rel-projects	• co-dissemination • improve security in Cloud Environment feedback
Storm Clouds	www.stormclouds.eu	• co-dissemination
OPEN-DAI	www.open-dai.eu	• Evaluating technological synergies. • co-dissemination
ECIM	www.ecim-cities.eu	• Co-dissemination • Analysis as potential Service Providers
MODA clouds	www.modaclouds.eu	• Evaluating technological synergies
Seed	http://www.seed-project.eu/	• co-dissemination
PICSE	www.picse.eu	• co-dissemination
Smart-FI		• Find synergies
Distric of the future	www.districtoffuture.eu	• co-dissemination

Table 13 - Synergies with other projects

Switch Project invite CloudOpting to participate to the Cloud European Week.

Figure 75 – European Cloud Week/Switch Project

3 KEY Performance Indicators

We have grouped the "performance indicators" for dissemination in activities undertaken, and by success in achieving the goals of WP6. In general terms, we can conclude that the KPI evolve in an expected way.

KPI	Success indicator	Progress Y1	Evaluation Y1	Progress Y2	Evaluation Y2	Progress Y3	Evaluation Y3
Number of website visits	An average of 1500 visits per year would be a positive result, with at least 30% of users spending more than 2 minutes on the website.	1.924 sessions 1.249 users 02:41" Av. session	as expected	8.408 sessions 7.057 users 01:16" Av. session	more than expected	6,425 sessions 4.493 users 02:23" Av. session	more than expected
Number of Twitter followers	An average of 200 followers for the three years would be a positive result.	63	as expected	246	more than expected	475	more than expected
Number of newsletters	CloudOpting will publish one newsletter every six months.	1	less than expected	2	as expected	3	as expected
Number of events attended	CloudOpting will aim to attend at least 15 national and international events per year.	15	as expected	20	as expected	21	as expected
Number of workshops organized	CloudOpting will host workshops at two industry events to reach stakeholders.	1	as expected	0	not evaluated	5	more than expected
Number of press releases issued	CloudOpting will aim to issue at least two press releases per year.	3	as expected	5	as expected	8	more than expected
Number of flyers created and distributed	CloudOpting will prepare and distribute two different types of leaflets during the lifetime of the project: one generic (aimed at the general public) and three specific	0	not evaluated	1	as expected	1	as expected

	ones (targeting key project stakeholder groups).						
Number of posters created	CloudOpting will produce two posters during the project's lifecycle.	1	as expected	1	as expected	1	More than expected
Number of videos produced	CloudOpting will aim to produce two videos during the lifetime of the project – one aimed at a technical audience (recorded demo) and one aimed at a more generic audience, explaining the benefits of the project.	1	as expected	2	as expected	4	More than expected
Number of webinars organized	Project members will aim to organize at least 2 webinars during the lifetime of the project, aimed at connecting CloudOpting to those who cannot be physically reached.	0	not evaluated	0	not evaluated	2	as expected
Number of demonstration activities	CloudOpting will aim to create at least two demonstration activities during the lifetime of the project.	0	not evaluated	1	as expected	2	as expected
Number of face-to-face meetings and consultations	Consortium members will offer personal consultations with potential customers and key stakeholders of close geographical proximity to them, demonstrating high interest in CloudOpting. At least 30 face-to-face meetings will be held mainly during the second and third year of the project lifetime.	0	not evaluated	23	more than expected	95	more than expected

Table 14 – Follow-up KPI WP6

New KPI not reflected in the Dissemination Plan (D 6.1) :

KPI	Success indicator	Progress Y1	Evaluation Y1	Progress Y2	Evaluation Y2	Progress Y3	Evaluation Y3
New Indicators that reflect how much impact the dissemination activities are having.	Mentions Twitter	61	not evaluated	123	as expected	313	as expected
	Profile visits Twitter	849	not evaluated	4.578	more than expected	13.871	more than expected
	Engagements Face2Face meetings	-	not evaluated	12	more than expected	95	more than expected

Table 15 – Follow-up new KPI´s WP6

4 Concluding Remarks

The activities detailed in this document demonstrate a substantial dissemination effort made by the CloudOpting project. During the last year of the project, key achievements have been addressed in order to, raise awareness and engagement , and get valuable feedback of the project. Many contacts and interviews have been performed to get and accurate view about the key points for our customers and our main potencial partners in a short term.

The most relevant event of the year has been the Hackathon. According to the participants from the two locations, the Hackathon was a success both in terms of attendance and of valuable feedback obtained to improve and shape the whole concept of CloudOpting. A relevant representation of Services Providers, Services Subscribers (Public Administration) as well as Cloud Providers were present at all the events. During the Technical Hackathon, interesting discussions about technical topics like scalability and docker were held. After the first Technical Day of the CloudOpting Hackathon, the Networking Day was carried out. This second part was focused on presenting the different Business Models CloudOpting is considering and on an open discussion, which was the backbone of the event. This open debate tackled the needs and requirements that the Public Administrations have concerning the procurement of ICT services and the role of CloudOpting as a feasible solution in the provision of these services, with continuous exchanges of views on the existing benefits and barriers, as well as the role of CloudOpting in the European public service arena. All of the attendees, both public and private, were very enthusiastic and participative, providing positive feedback and inputs about the product, its benefits, and about the possible business models that could support CloudOpting.

The participative workshop of Barcelona helped us to have a service definition for a Cross Border European Cloud and to present conclusions of the CloudOpting project.

We should highlight the dissemination activities in Twitter, where we overcame expectations both in terms of quantity and quality. Related to the last year, we have nearly duplicated the number profile visits (the main indicators of quality) and multiplied by five the number of Tweet impressions (the main indicator for quantity).

 A large proportion of the activities have been oriented towards reaching out to business oriented stakeholders including public administrations. Our dissemination actions not focus only on information provision but also on involving new actors in the CloudOpting Platform.

Activities and tasks have been closely coordinated with WP5 in order to support the achievement of the commercial objectives set by this package and with WP4 to maximize the impact of all the information generated by the piloting of the 4 experiments and the feedback coming from the stakeholders involved.

Analysing the activities from the third year, we can conclude that the dissemination efforts have been aligned with the expectations (see section 4 – *Key Performance Indicators*) and we have achieved the overall goals of the project.

5 Annexes

5.1 Communications and dissemination activities

Outcome	Communication activities	Timing	Status
A	Visual identity		Completed
A	Project logo		Completed
A	Document templates		Completed
A/U/E	Project website		Completed
A/U	Newsletter	M25, M30, M36	Completed
A/U/E	External events (conferences, meetings, seminars, workshops, F2F)		Completed
A/U/E	CloudOpting workshops/Hackathon	M29, M34	Completed
A	Press releases		Completed
A	Partners press releases		Completed
A	Flyer	M27 ,M29	Completed
A	Fact sheet		Completed
A/U	Roll Up		Completed
A/U	Poster		Completed
A/U	Video	M26	Completed

Table 16 - Status of WP6 activities

Legend: A=Awareness, U=Understanding, E=Engagement, Tbd=to be defined

5.2   Metrics

5.2.1 Web

The Google Analytics™ tool has been enabled to provide insight on the performance of the CloudOpting website. Some details of the Web Metrics evolution during the project, complementary to those set out in *"2.4.2 Dissemination Impact through website"* are taught in the next tables.
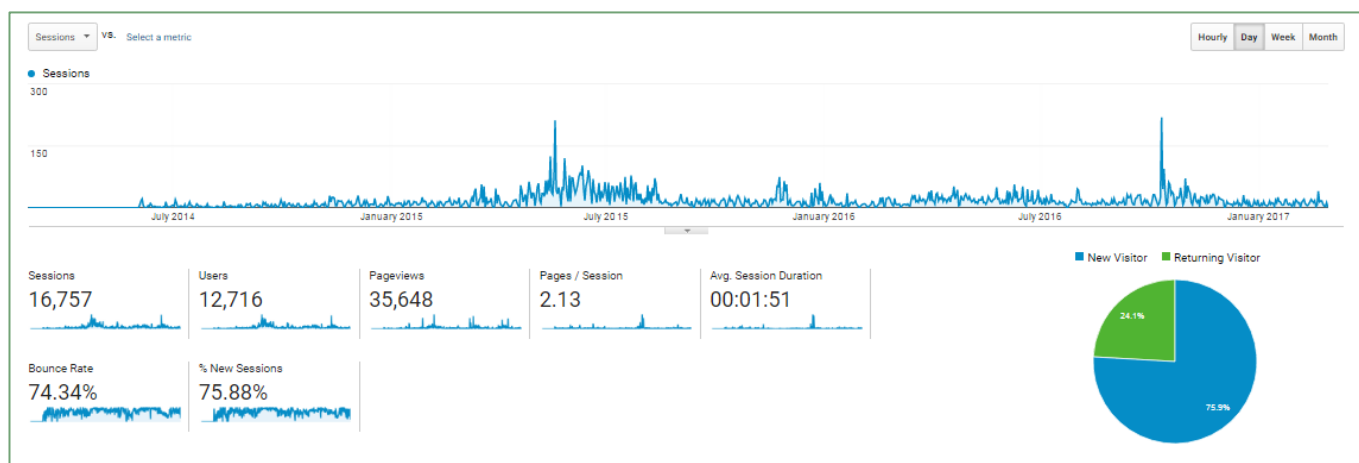
Figure 76 – Overview of the 3 years

Sessions Durations: To achieve the session duration KPI we need to reach at least 450 sessions (30% of 1,500 sessions) spending more than 2 minutes on the website by year. As you can see in table 17, the number of sessions with a duration >120 sec. (*) in Year 3 = 1.128.

Session Duration	Year 1		Year 2		Year 3	
	Nº Sessions	Nº Sessions Duration >60 sec	Nº Sessions	Nº Sessions Duration >60 sec	Nº Sessions	Nº Sessions Duration >60 sec
0-10 sec	1268		6950		4909	
11-30 sec	92		178		187	
31-60 sec	87		219		201	
61-180 sec	186		413		348	
181-600 sec	144		398		403	
601-1800 sec	105		186		269	
+1800 sec	42		64		108	
Total	**1.924**	**384**	**8.408**	**855**	**6.425**	**954**

Table 17 - Details sessions duration during the project

	Users by Year	30% (>120sec)
KPI DoW	1500	450
Year1	**1.924**	**384**
Year2	**8.408**	**855**
Year3	**6.425**	**954**

Table 18 - Sessions Duration during the project
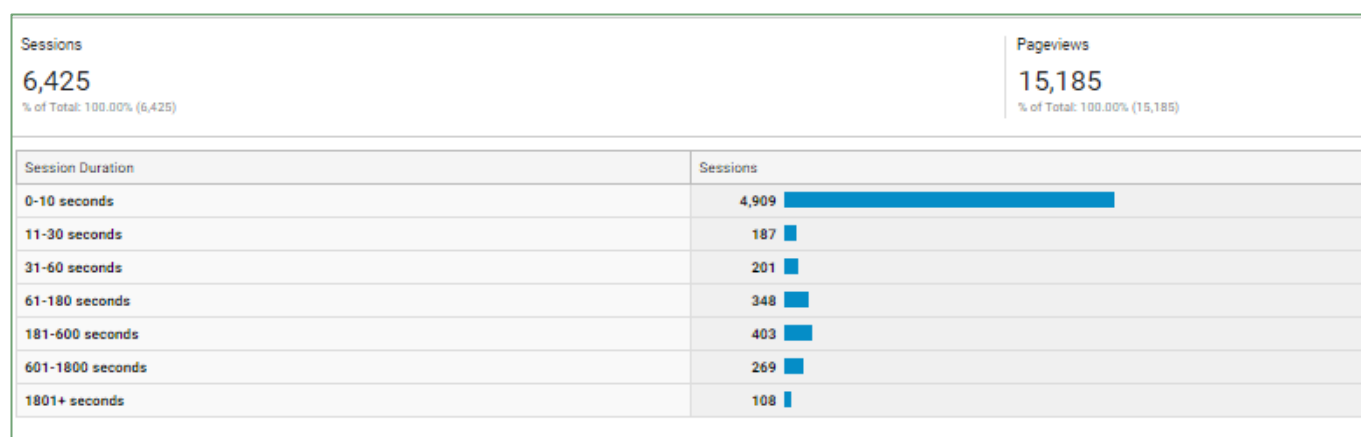
Figure 77 - Sessions duration data from Google Analytics™ tool

(*) Considering that ½ of the total number of sessions of the set of 61-180 sec are above 120 seconds.

Geographical data:

The top 10 has already been discussed in the section 2.4.2 "Dissemination Impact through website".

Demographics overview:
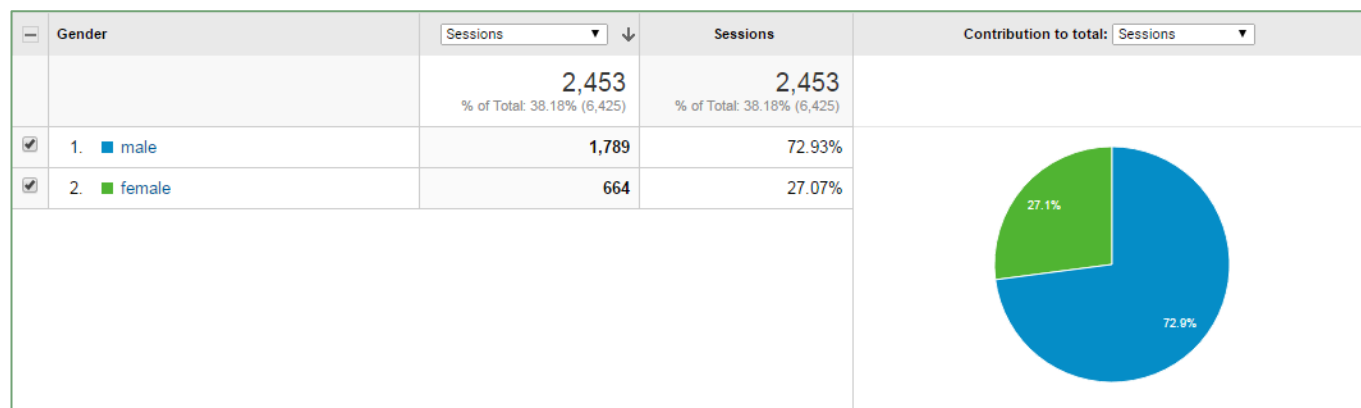
Figure 78 -   Age & Gender overview of the users Year3

Behaviour overview: Year 3 has more new visitors (69%) than Year2 (31%)
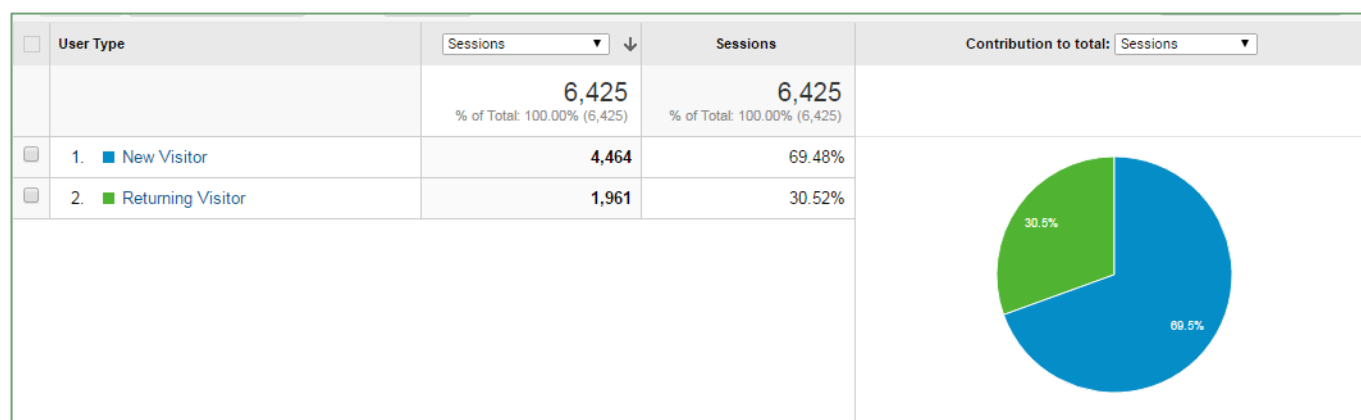
Figure 79 -   News versus returning users

Pageviews Behavior: Next Table shows the behavior of the users related to the pageviews

Table 19 -   Distribution of Channels

5.3 Twitter™

The impact of twitter in the last year has been gradually increasing very significantly. In this section we present complementary info to those set out in *2.3.4 "Twitter"*.

Tweets

An important increment of Tweets in Y3 according the analytics of Twitter™ account.

TWEETS&RETWEETS	
Period	New Tweets&Retweets
Q1-Y1	12
Q2-Y1	13
Q3-Y1	14
Q4-Y1	16
Q1-Y2	7
Q2-Y2	1
Q3-Y2	56
Q4-Y2	132
Q1-Y3	82
Q2-Y3	63
Q3-Y3	126
Q4-Y3	87
Total	609

Table 20 - Tweets & Retweets

New Followers

The number of followers during the project according the analytics of Twitter™ account,

TWITTER FOLLOWERS	
Period	New Followers
Q1-Y1	15
Q2-Y1	16
Q3-Y1	7
Q4-Y1	19
Q1-Y2	12
Q2-Y2	13
Q3-Y2	24
Q4-Y2	205
Q1-Y3	15
Q2-Y3	40
Q3-Y3	67
Q4-Y3	59
Total	492

Table 21 - New Followers

Twitter™ Impressions

The total impressions of the tweets of our account during the project have arrived to the 260.068 impressions with a positive evolution.

TWITTER IMPRESSIONS	
Period	Impressions
Q1-Y1	303
Q2-Y1	561
Q3-Y1	2.848
Q4-Y1	3.733
Q1-Y2	5.409
Q2-Y2	2.531
Q3-Y2	9.035
Q4-Y2	26.236
Q1-Y3	45.700
Q2-Y3	31.112
Q3-Y3	68.400
Q4-Y3	64.200
Total	260.068

Table 22 -   Twitter™ Impressions

Twitter ™ Mentions:

TWITTER MENTIONS	
Period	New Mentions
Q1-Y1	4
Q2-Y1	0
Q3-Y1	34
Q4-Y1	23
Q1-Y2	42
Q2-Y2	6
Q3-Y2	26
Q4-Y2	49
Q1-Y3	30
Q2-Y3	14
Q3-Y3	60
Q4-Y3	25
Total	313

Table 23 - Twitter™ Mentions Y1&Y2

Twitter™ Profile Visits: one of the most important qualitative improvements during the project as regards the social media dissemination impact has been the increase of the profile visits.

TWITTER PROFILE VISITS	
Period	New Profile Visits
Q1-Y1	0
Q2-Y1	0
Q3-Y1	285
Q4-Y1	564
Q1-Y2	418
Q2-Y2	138
Q3-Y2	1.068
Q4-Y2	2.954
Q1-Y3	1.980
Q2-Y3	1.321
Q3-Y3	3.108
Q4-Y3	2.035
Total	13.871

Table 24 - Twitter™ profile visits

Following

The number total of Following during at the end of the project are **985.**

Twitter™ Analytic Data Overview by Quarter
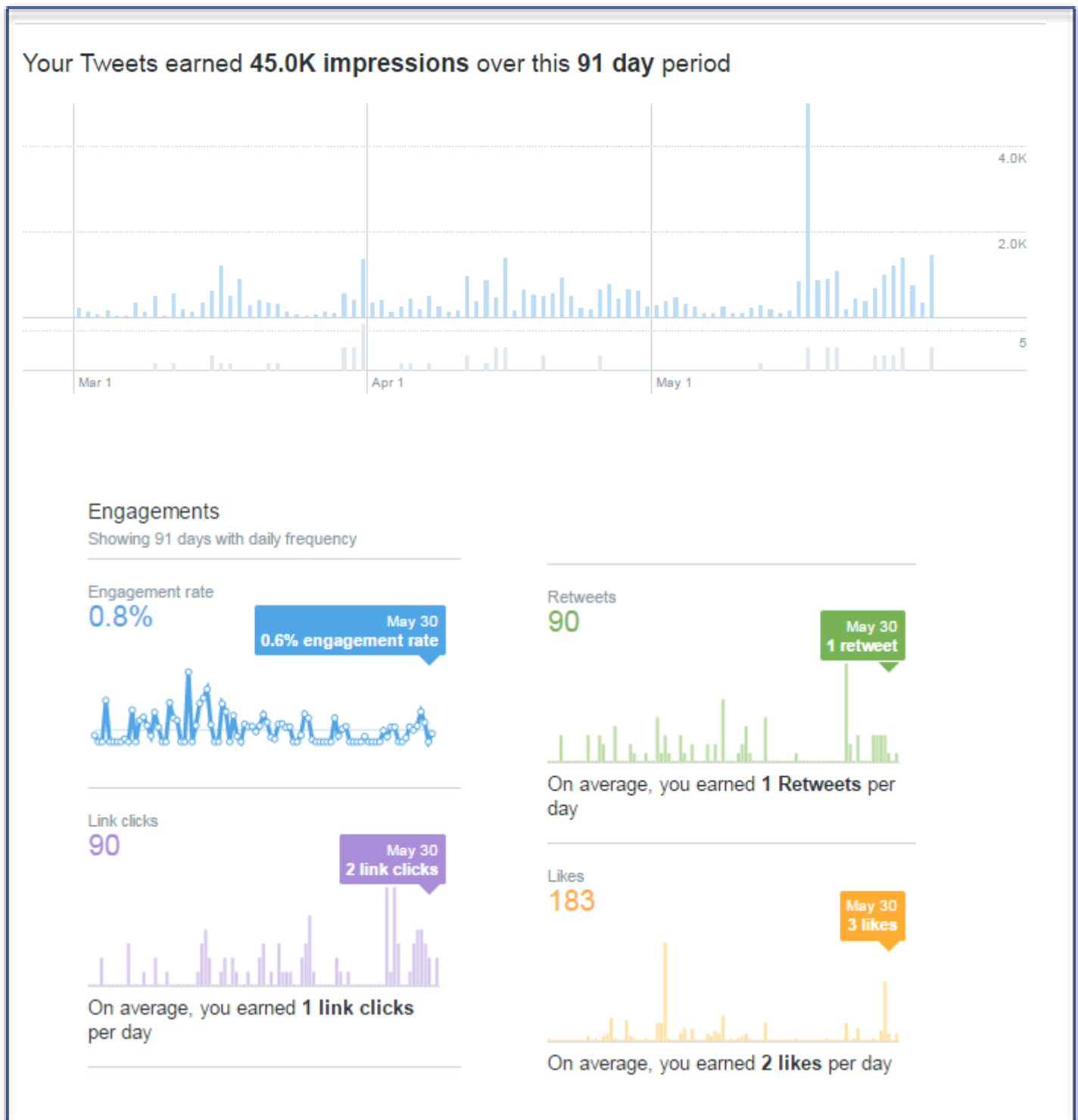
Figure 80 - Q1-Year3 Twitter™ Activity
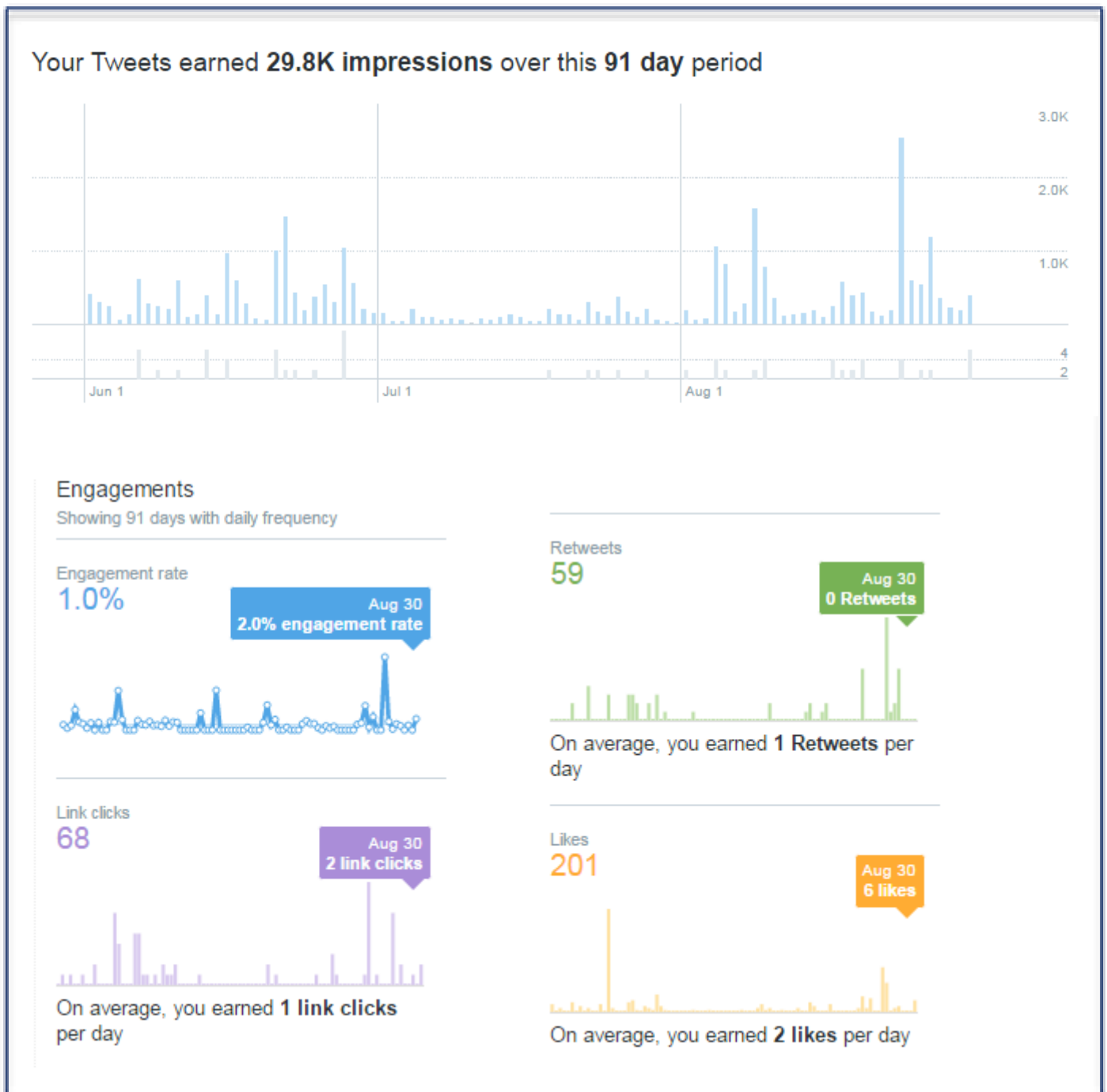
Figure 81 - Q2-Year3 Twitter™ Activity
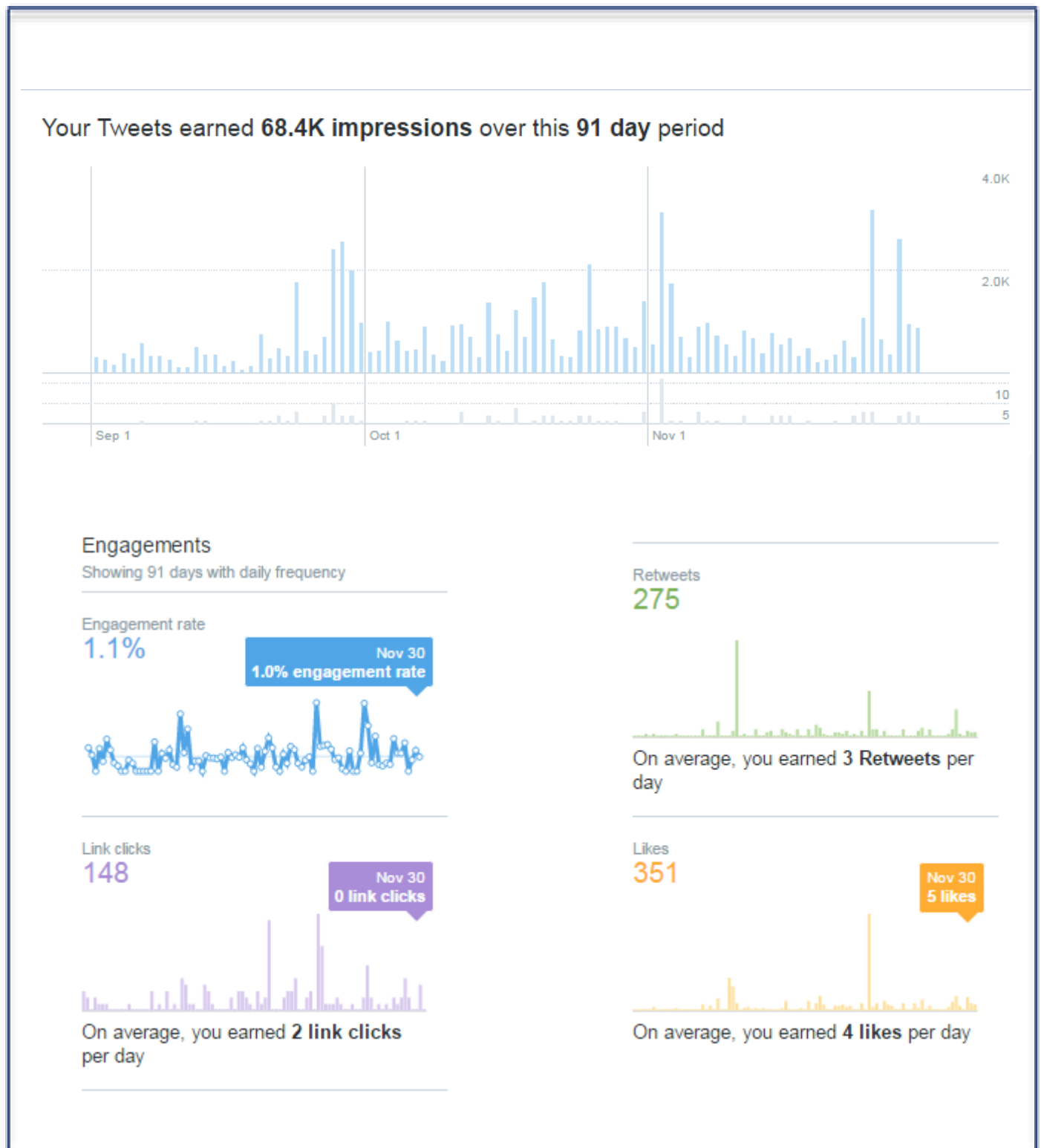
Figure 82 - Q3-Year3 Twitter™ Activity
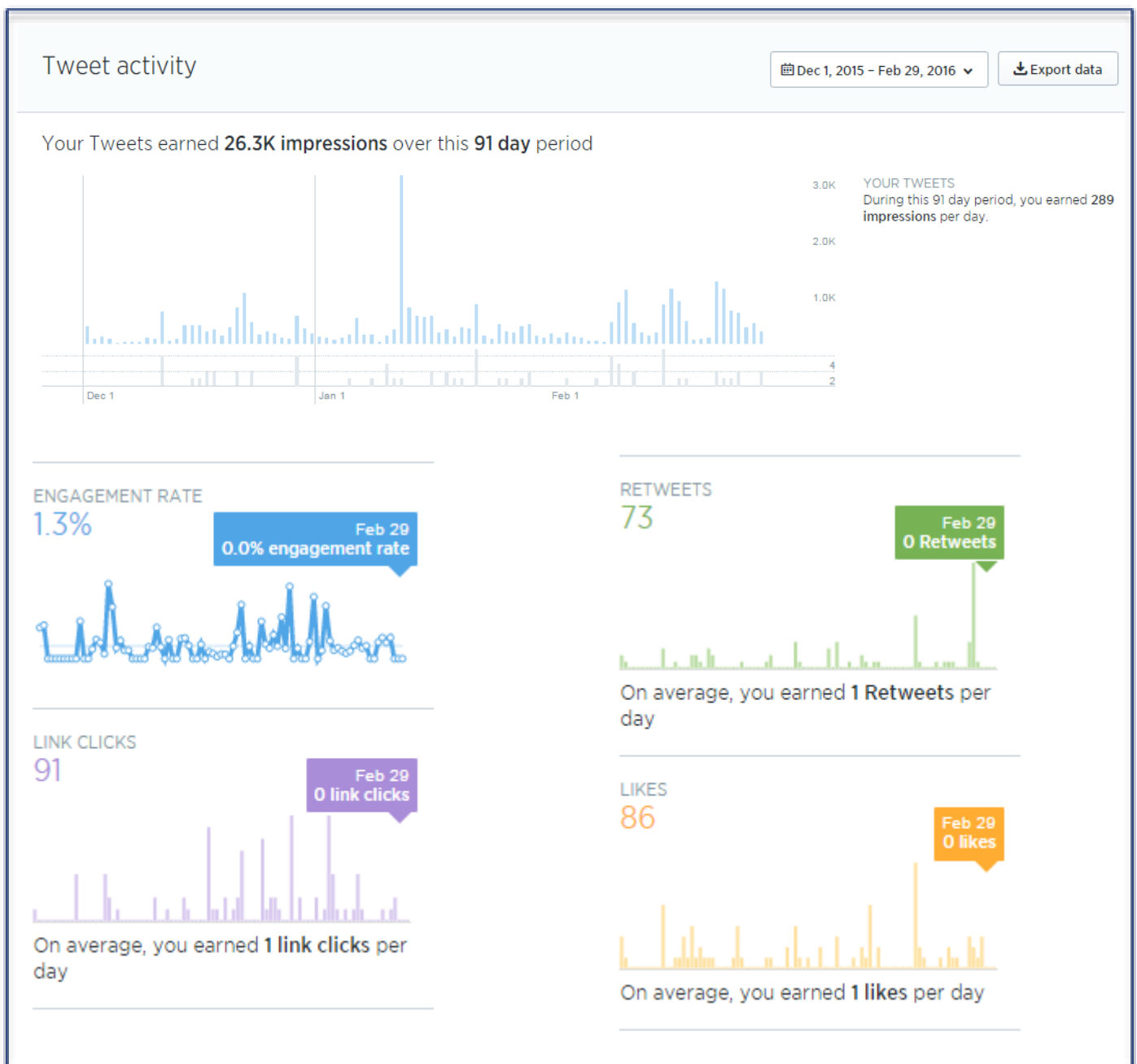
Figure 83 – Q4-Year3 Twitter™ Activity

Twitter™ Analytic Data Overview by Month

FEB 2017 SUMMARY

Tweets	Tweet impressions
23	28.6K

Profile visits	Mentions
723	10

New followers
18

JAN 2017 SUMMARY

Tweets	Tweet impressions
23	18K

Profile visits	Mentions
666	7

New followers
27

DEC 2016 SUMMARY

Tweets	Tweet impressions
21	16K

Profile visits	Mentions
646	8

New followers
14

NOV 2016 SUMMARY

Tweets	Tweet impressions
43	25.9K

Profile visits	Mentions
1,134	26

New followers	Tweets linking to you
21	2

OCT 2016 SUMMARY

Tweets	Tweet impressions
30	24.7K

Profile visits	Mentions
1,090	21

New followers
34

SEP 2016 SUMMARY

Tweets	Tweet impressions
23	17.8K

Profile visits	Mentions
884	13

New followers
12

Figure 84 – Other metrics (i)

AUG 2016 SUMMARY

Tweets
22

Tweet impressions
15.5K

Profile visits
625

Mentions
5

New followers
19

JUL 2016 SUMMARY

Tweets
5

Tweet impressions
3,512

Profile visits
221

Mentions
1

New followers
16

JUN 2016 SUMMARY

Tweets
22

Tweet impressions
12.1K

Profile visits
475

Mentions
8

New followers
-

MAY 2016 SUMMARY

Tweets
24

Tweet impressions
20.6K

Profile visits
462

Mentions
7

New followers
-

APR 2016 SUMMARY

Tweets
16

Tweet impressions
14.6K

Profile visits
730

Mentions
16

New followers
-

MAR 2016 SUMMARY

Tweets
20

Tweet impressions
10.5K

Profile visits
788

Mentions
7

New followers
-

Figure 85 – Other metrics (ii)

Twitter™ Audience insights
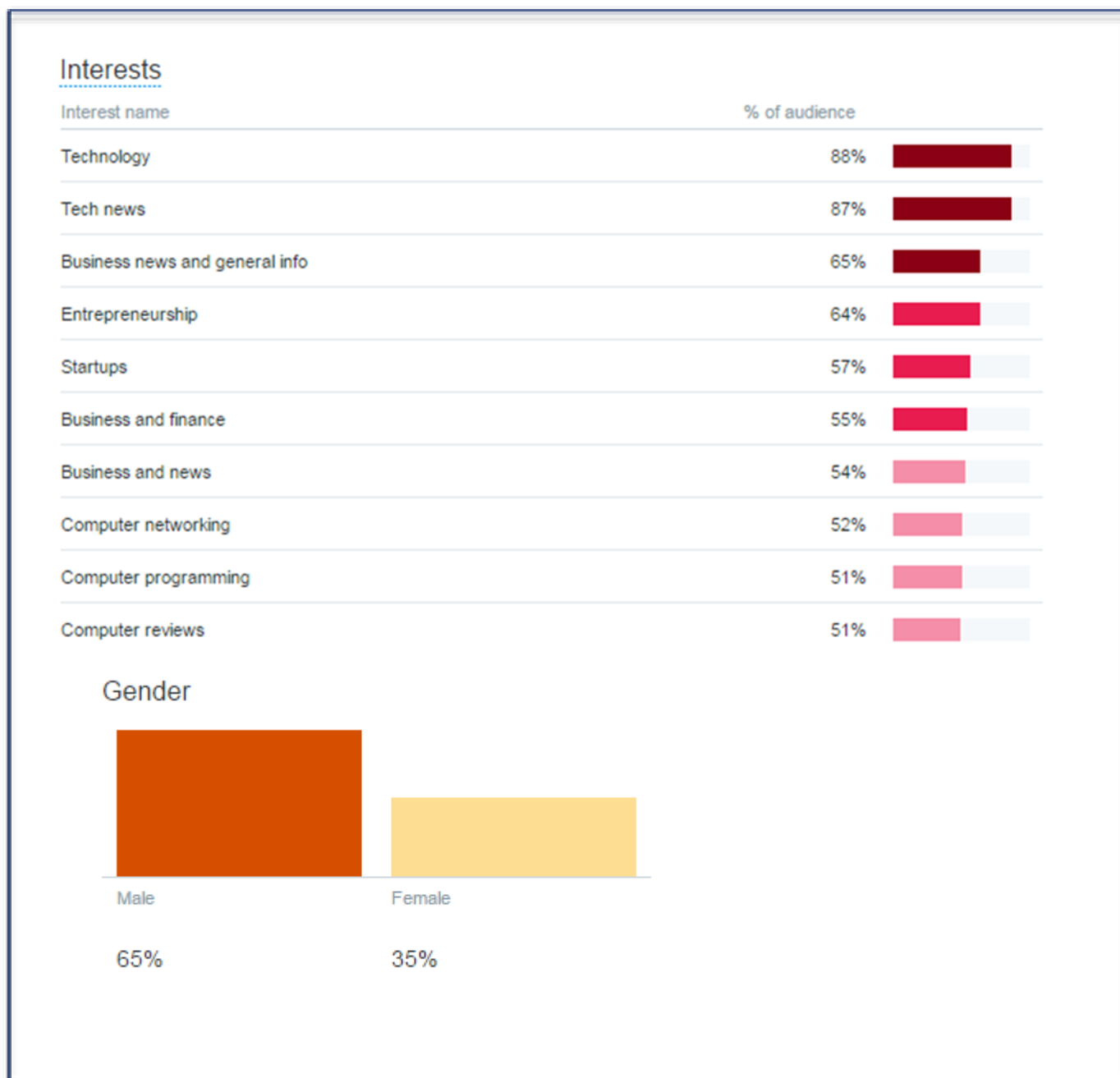
Figure 86 – Twitter™ Audience insights

5.3.1 Newsletter

Number of online user views	
Newsletter n°1	738
Newsletter n°2	423
Newsletter n°3	286
Newsletter n°4	510
Newsletter n°5	125
Newsletter n°6	(last day of the project)

Table 25 - Newsletter metrics

5.4   General Information mailing list

- The number of the registered emails in the list "info@cloudopting.eu" is 190.
- The number of CRM accounts are 290
- AOC: 15.000 register emails used

5.5 External Event Reports

Event Report	
Event Name:	Innovation Agenda
Type of event:	Conference/Workshop
Basic details:	15 March 2016. NetPort is a member of a Swedish initiative in what is called an Innovation Agenda funded by Vinnova (the Swedish Innovation Agency). The initiative is now trying to gen continues funding to run and support projects in the area
Topic(s) of the event:	"Smart and Sustainable Cities"
Target audience present at the event:	The major cities in Sweden, Stockholm, Gothenburg and Malmö together with leading Swedish universities and private companies such as Ericsson, Volvo and IBM.
Project partner involved	NetPort
Project-related topics discussed and contribution to the project goals:	NetPort presents CloudOpting. The input to the discussion is mainly the needs and challenges for the smaller city/municipality. One comment about CloudOpting was "this is exactly what we need"
Liaisons built with this event:	NetPort will continue to work with the contacts established.
Overall impact of the event from the participating partner's perspective:	Awareness and potential engagement of some of the audience

Event Report	
Event Name:	Barcelona Activa - Advising session
Type of event:	Where to find funding for your company
Basic details:	Practical and interactive session to introduce the different services and resources, offered by Barcelona Activa, to find funding for the company, whether it comes from banks, public funding or private investors. Barcelona Activa Office (Barcelona) - 11th April 2016
Topic(s) of the event:	☐ Services offered by Barcelona Activa to local businesses. ☐ Bank credits (types, entities, conditions and requirements). ☐ Public credits and subventions (types, entities, conditions and requirements). ☐ Private investors (types, difficulties and common requirements).
Target audience present at the event:	Business advisors
Project partner involved	SDG
Project-related topics discussed and contribution to the project goals:	Fundraising options for new innovative companies of the ICT sector in Spain. Assessing the best options to obtain the necessary funds to create and operate the CloudOpting Startup and ensure its sustainability.
Liaisons built with this event:	Olaya Martínez, Business Advisor from Barcelona Activa
Overall impact of the event from the participating partner's perspective:	Interesting useful information has been obtained regarding the fundraising options for the CloudOpting Startup and the requirements to obtain them, as well as, the variety of services offered by Barcelona Activa. Meetings will be held to finally certificate the CloudOpting Business Plan from Barcelona Activa, which would give more credibility to CloudOpting when facing investors

Event Report

Event Name:	Cloud Expo Europe 2016
Type of event:	Conference
Basic details:	Cloud Expo Europe is the biggest attended cloud event in Europe. It serves as a site for exhibitors to demonstrate their platforms to the general public and to encourage collaboration and enterprise between attendees, in addition to the uptake of cloud software. April 12, 2016 London
Topic(s) of the event:	Cloud platform and software
Target audience present at the event:	Software application providers and Cloud providers
Project partner involved	Electric Corby
Project-related topics discussed and contribution to the project goals:	Discussions with application providers to understand their interest in CloudOpting, and in their potential involvement to a 'hackathon'.
Liaisons built with this event:	Kahootz CenturyLink Cloud
Overall impact of the event from the participating partner's perspective:	Application providers were interested in the platform as a potential marketplace through which they could distribute their application to a wider audience.

Event Report

Event Name:	Workshop "Cloud: le opportunità per la PA e le imprese del territorio"
Type of event:	Workshop
Basic details:	The "Cloud & ICT as a Service" section of the "Observatory of Digital Innovation" of the School of Management of Politecnico di Milano, is organizing this event
Topic(s) of the event:	Cloud opportunities for public administration and local businesses
Target audience present at the event:	SME, Public Administration, CTOs from Piedmont Region Authorities
Project partner involved	CSI
Project-related topics discussed and contribution to the project goals:	Presentation of the project and its overall strategies for Cloud services
Liaisons built with this event:	Politecnico di Milano
Overall impact of the event from the participating partner's perspective:	Awareness of CloudOpting and potential engagement

Event Report

Event Name:	Oracle Architects Club

Type of event:	Architects meeting
Basic details:	Oracle sponsors the discussion of Oracle's related products in this type of meetings.
Topic(s) of the event:	Cloud usage for new applications.
Target audience present at the event:	Oracle Partners, Oracle Customers
Project partner involved	Teamnet Romania
Project-related topics discussed and contribution to the project goals:	Project awareness in target Service Publishers
Liaisons built with this event:	Awareness of Oracle Cloud platform.
Overall impact of the event from the participating partner's perspective:	This type of event may increase project awareness and attract more services/cloud platforms to CloudOpting platform. Also it will put CloudOpting into current market conditions.

Event Report

Event Name:	Open Data Institute Barcelona
Type of event:	Press conference
Basic details:	Barcelona Open Data Institute node inauguration. Location: Mobile World Centre – 20/09/2016
Topic(s) of the event:	Open Data
Target audience present at the event:	Open Data experts and government representatives
Project partner involved	IMI
Project-related topics discussed and contribution to the project goals:	Project awareness in Open Data initiatives in Barcelona
Liaisons built with this event:	Awareness of Open Data local initiatives and objectives of local and regional governments.
Overall impact of the event from the participating partner's perspective:	This type of event may increase project awareness and attract more service providers and subscribers to the CloudOpting platform.

Event Report

Event Name:	ICT Proposers' Day 2016
Type of event:	Event organized by the European Commission. It focused on the Horizon 2020 Work Programme 2017/2018 in the field of Information & Communication Technologies.
Basic details:	September 26,27 Bratislava, Slovakia
Topic(s) of the event:	ICT Proposer Day 2016
Target audience present at the event:	academia, research institutes, industrial stakeholders, SMEs and government actors from all over Europe

Project partner involved	Wellness Telecom
Project-related topics discussed and contribution to the project goals:	Promotion of the CLoudOPting project, use of CloudOpting as a reference to support the WT expertise in virtualization at technical level (docker, scalablitty) but also at business level as cloud broker.
Liaisons built with this event:	From this Networking event and bilateral meetings in particular, WT achieve to do strategic contacts to build consortium for other ICT proposals for the next two years of H2020 programme (2017/2018).
Overall impact of the event from the participating partner's perspective:	It offered an exceptional opportunity to build quality partnerships as it connected academia, research institutes, industrial stakeholders, SMEs and government actors from all over Europe. And especially for the bilateral meetings, it was an opportunity to promote the WT cloud expertise and the cloud layer of WT IoT platform.

Event Report

Event Name:	Smart Transformation Forum http://smart2016.thediplomat.ro/
Type of event:	Public&Private sector meeting
Basic details:	High level meeting focused on improving public sector adoption of "smart city" initiative - 29 September 2016 - Bucharest
Topic(s) of the event:	Smart city
Target audience present at the event:	Public authorities : secretary of state, city managers, GM of private companies
Project partner involved	Teamnet Romania as gold partner
Project-related topics discussed and contribution to the project goals:	Project awareness in target Service Publishers and Service Subscribers
Liaisons built with this event:	Awareness of improvements done in several cities related to "smart city" concept.
Overall impact of the event from the participating partner's perspective:	This type of event may increase project awareness and attract more services/cloud platforms to CloudOpting platform. Also it will put CloudOpting into current market conditions.

Event Report

Event Name:	CloudForward use as Networking event for CloudOpting
Type of event:	European Conference
Basic details:	Madrid, Spain
Topic(s) of the event:	Cloud
Target audience present at the event:	Universities and Smes
Project partner involved	Wellness Telecom

CloudOpting

Project-related topics discussed and contribution to the project goals:	Introduction to the Cloud challenges (e.g. secure storage and sharing, SLA negotiations) with the objective to overcome barriers and to increase the preparedness for the adoption of secure, reliable and economical cloud services.
Liaisons built with this event:	It offered an exceptional opportunity to build quality partnerships as it connected academia and SMEs from all over Europe and with a strong interest in Cloud and with the DPSP cluster.
Overall impact of the event from the participating partner's perspective:	Gathering of valuable information for establishing trusted Cloud services and framework at the European level.

Event Report

Event Name:	IOT Solutions World Congress
Type of event:	Congress & Exhibition
Basic details:	the IOT Solutions World is the leading global event focusing on industrial IOT. The IOTSWC16 offer a highly international environment with more than 8,000 visitors and will focus on IoT solutions in six dedicated areas: Manufacturing, Healthcare, Energy & Utilities, Transportation & Logistics, Innovation and Technology.
Topic(s) of the event:	IoT, Cloud platform and software
Target audience present at the event:	Hardware and Software application providers and Cloud providers
Project partner involved	Smart Partners
Project-related topics discussed and contribution to the project goals:	Discussions with application providers to understand their interest in CloudOpting, and in their potential involvement to a 'hackathon'.
Liaisons built with this event:	Siemens, Everis, Scheneider, Oasys, FC Barcelona, PromAut, IBM, Ackstorm, Task4Work, DataLong16, Comsa Emte.
Overall impact of the event from the participating partner's perspective:	Application providers were interested in CloudOpting features and functionalities, as well as Business Model. Some providers were interested in the idea of a Hackathon.Ackstorm wants to explore collaborations with CloudOpting.

Event Report

Event Name:	Smart City Expo World Congress 2016
Type of event:	Congress & Exhibition
Basic details:	The world leading smart city event, bringing together global, national, and regional urban representatives, thought leaders, academic institutions, research centers, incubators, investors, and top corporations that have the kind of decision-making power that drives smart cities and empower its citizens. Date:15-17 NOVEMBER 2016
Topic(s) of the event:	• Smart Society • Technology • Governance • Energy

	• Mobility
	• Sustainable City
	• Data & Technology
Target audience present at the event:	+600 Cities and more than 420 speakers, and 16.000 visitors
Project partner involved	Smart Parners, IMI
Project-related topics discussed and contribution to the project goals:	CloudOpting was present at the Smart City Expo 2016 in the booth of the Municipality of Barcelona to foster the knowledge of the Project.
	The event was also useful to present the CloudOpting Hackathon and to engage new stakholders
Liaisons built with this event:	OpenDataSoft, Oasys, Wordsensing, Connecthing, Cisco, Siemens, Municipality Valladolid, Amec Urbis, Habidatum, Citizen Participation Department Barcelona City Council.
Overall impact of the event from the participating partner's perspective:	We have confirmed the interest of many stakeholders to follow the results of the CloudOpting project. A lot of Service Providers want to be part of the platform, or at least are taking into account to be part of it. Some of them are very enthusiastic (Sparsity and SmartCityPlatform). OpenDataSoft are interested in know more about the CloudOpting after the end of the project. CloudOpting will participate at the Hackathon of the participation department of Barcelona City Council (https://decidim.barcelona/)

Event Report

Event Name:	IoT for Business, Barcelona
Type of event:	Meetup
Basic details:	IoT for Business, first meetup event organised and sponsored by **Eurocloud**
Topic(s) of the event:	First session to discuss about IoT applications such as People & Asset trackin, Fog Computing and security. - Iot y Fog Computing, IoT solutions for System Integrators, Josep Rius, **Nexiona** - People & Asset tracking: monitoring and 3D location, both indoor and outdoor. Fran Pinyol, **Tracktio**. - Security by Design in IoT, IoTrust certification. Rodolfo Lomascolo, **Eurocloud**.
Target audience present at the event:	IoT developers and product managers
Project partner involved	IMI

Project-related topics discussed and contribution to the project goals:	Project awareness in IoT and Cloud initiatives in Barcelona
Liaisons built with this event:	Awareness of IoT local initiatives and Meetup organisers.
Overall impact of the event from the participating partner's perspective:	This type of event may increase project awareness and attract more service providers and subscribers to the CloudOpting platform.

Event Report

Event Name:	Energiting SydOst
Type of event:	Seminar
Basic details:	10 Nov 2016, Sweden
Topic(s) of the event:	Presentation of project activities, with focus on applications for the energy sector
Target audience present at the event:	Public sector decision makers
Project partner involved	NetPort
Project-related topics discussed and contribution to the project goals:	Tools to facilitate the implementation and use of ICT
Liaisons built with this event:	General information to audience
Overall impact of the event from the participating partner's perspective:	General information about our project

Event Report

Event Name:	IoT Inspiration Seminar
Type of event:	Seminar
Basic details:	15 December, Malmo Sweden
Topic(s) of the event:	Presentation of IoT activities at the University of Malmo and demonstrated with practical examples
Target audience present at the event:	Private and public specialists and decision makers
Project partner involved	NetPort
Project-related topics discussed and contribution to the project goals:	Tools to facilitate the implementation and use of IoT
Liaisons built with this event:	General information to the audience in on-to-one discussions
Overall impact of the event from the participating partner's perspective:	General information about our project

Event Report

Event Name:	Smart City Info Day
Type of event:	EU info day with matchmaking
Basic details:	23 September 2016, Brussels
Topic(s) of the event:	Information on coming calls in the area of Smart Cities combined with a matchmaking event
Target audience present at the event:	Private and public specialists and decision makers
Project partner involved	NetPort
Project-related topics discussed and contribution to the project goals:	An overall view on coming activities with the possibility to have direct meetings with potential users and stakeholders for our platform
Liaisons built with this event:	One-to-one discussions with potential users and stakeholder to our platform
Overall impact of the event from the participating partner's perspective:	General information about our project with some leads to follow up

Event Report

Event Name:	DevHacks Romania 2016
Type of event:	24h Hackatlon contest
Basic details:	40+ teams of passionate programmers have meet in order to create the best service that will transform the local reality - Bucharest 19-20 Nov 2016
Topic(s) of the event:	Smart City service creation
Target audience present at the event:	Service Publishers
Project partner involved	Teamnet Romania
Project-related topics discussed and contribution to the project goals:	Project awareness in target Service Publishers
Liaisons built with this event:	Awareness of platforms dedicated to smart cities
Overall impact of the event from the participating partner's perspective:	This type of event may increase project awareness and attract more services to CloudOpting platform. Also it will put CloudOpting into current market conditions.

Event Report

Event Name:	Open DevOps
Type of event:	Conference
Basic details:	Milan, June 2016
Topic(s) of the event:	Open Source, DevOps
Target audience present at the event:	IT developer, IT manager, CIO, CTO
Project partner involved:	Profesia
Project-related topics discussed and contribution to the project goals:	Open source methodology. During this event Profesia had a 30-minute session: Profesia introduced the project to an audience of 70 persons (there were several Italian Public Administrations, such as Municipality of Milan and Lombardia Informatica)
Liaisons built with this event:	Anyone at the moment
Overall impact of the event from the participating partner's perspective:	Strong interest in the project

Event Report

Event Name:	Smart Cities 2017
Type of event:	Conference
Basic details:	How the UK can move forward in terms of innovation, investment and funding of technology solutions by both central and local government.
Topic(s) of the event:	Smart cities, digital innovation and solutions, local government
Target audience present at the event:	Local and central government agencies, public sector organisations, investment companies, etc. Service providers, application developers
Project partner involved	Electric Corby CIC
Project-related topics discussed and contribution to the project goals:	How local authorities can collaborate to find shared solutions in order to save money IT connectivity being the key to smart cities
Liaisons built with this event:	Dave Fletcher at White October, a potential service provider Tridify, Nigel Alexander – a potential service provider
Overall impact of the event from the participating partner's perspective:	Good talks, including with service providers, that were relevant to the project, but networking opportunities with local government and investment organisations were limited, which would have been more fruitful for the project

Event Report

Event Name:	
Type of event:	
Basic details:	
Topic(s) of the event:	
Target audience present at the event:	
Project partner involved	
Project-related topics discussed and contribution to the project goals:	
Liaisons built with this event:	
Overall impact of the event from the participating partner's perspective:	

7.4   References

[1] D.6.1 Dissemination plan and contents

[2] Zyncro - social business platform - http://www.zyncro.com/

[3] Smore™ - online platform to publish - http://www.smore.com

[4] D.5.1. WP5 Business models and sustainability of the solution

[5] D5.2   Opportunity Assessment Business Case to migrate to Cloud Platforms

[6] D.5.3.1 WP5 Local Action Models

[7] Meetups™ - http://www.meetup.com