Service Web 3.0

Deliverable

WP3: Standardisation, Networking, and Community Building

D3.3

Community and Networking Impact Report

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EXECUTIVE SUMMARY

This document reports on the impact of the community-building and networking activities of the Service Web 3.0 project, particularly those activities conducted as part of WP3 of the project. One of the key drivers of the community-building efforts of Service Web 3.0 has been the recognition of the importance of establishing semantic communities that are international, cross-project, cross-organisational, and/or social. This four-pronged strategy to community building was first described in D3.2 “Community Building Procedures” [1], thus the current document can be viewed as building on that earlier deliverable and the work conducted in Tasks 3.2 and 3.3 of WP3. The report describes the impact of Service Web 3.0 by giving an update of the status of the specific communities identified in D3.2 and explaining the role that Service Web 3.0, through its partners, has continued to contribute to the development and growth of these communities.

It will be shown that through indicators such as increased community membership, increased number of national and international collaborative initiatives, and increased number of research fora, the Service Web 3.0 project can claim success in one of its core tasks of community and network building. Nowhere is this more evident than the community building initiatives set up under the auspices of the EU’s Future Internet Initiative which promises to shape research in the area of semantic and semantic web services technologies for the foreseeable future.

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Abstract (for dissemination)	This deliverable reports on impact of networking and collaboration strategies planned and implemented in Tasks 3.2 and 3.3. These strategies are for sharing knowledge and experiences with existing organisations and interest groups. In particular, the report describes the impact of four types of community building efforts —i.e. International Communities, Cross-Project Communities, Cross-Organisational Communities, and Social Communities.
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LIST OF KEYWORDS/ABBREVIATIONS

FIA	Future Internet Assembly
FIIG	Future Internet Interest Group
FIS	Future Internet Symposium
OU	Open University
PUE	Poznan University of Economics
STI	Semantic Technology Institute
STI2	Semantic Technology Institute Internation

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1 Introduction

This document reports on impact of networking and collaboration strategies planned and implemented in Tasks 3.2 and 3.3. These strategies are for sharing knowledge and experiences with existing organisations and interest groups. In particular, the report describes the impact of all four types of community building efforts strategised in D3.2 “Community Building Procedures” [1]—i.e. International Communities (Section 2), Cross-Project Communities (Section 3), Cross-Organisational Communities (Section 4), and Social Communities (Section 5). The report does so by giving an update of the status of the specific communities identified in D3.2 and explaining the role that Service Web 3.0, through its partners, has continued to contribute to the development and growth of these communities and community types.

2 MEASURING IMPACT IN INTERNATIONAL COMMUNITIES AND NETWORKS

One of the key drivers of the community-building efforts of Service Web 3.0 has been the recognition of the importance of establishing a 'semantics' community that stretches beyond European-funded project consortium members and European semantic experts. In this, the role of STI and STI2 has been crucial, as will be described in the following section.

2.1 STI INTERNATIONAL COMMUNITY

STI and STI2 have helped to spearhead the development of international semantics communities, particularly through the hosting of events such as the STI International Offsite (now STI Symposium) and the STI International General Assembly. These events attract the attention and participation of semantic technologists across the globe.

Furthermore, through the STI Fellowship scheme[1], STI and STI2 are able to establish meaningful and long-term collaborative ties with non-European experts in the area of semantic technology. An example of this is the awarding of STI Fellowship positions to Dr. Michael Brodie and Professor Jim Hendler, leading American experts in the area of the Semantic Web.

2.2 EU-JAPAN COOPERATION

Another important initiative which Service Web 3.0 partners have been involved in is EU-Japan Cooperation. Following the EU-Japan Cooperation Forum on ICT Research, which was held in Tokyo on 4–5 March 2008, the 1st Japan-EU Symposium on the "New Generation Network" and the "Future Internet" [2] was held on 9–10 June 2008 in Brussels, Belgium. One of the lead scientists of Service Web 3.0 attended this inaugural event in order to support further community building and to champion the application of semantic technologies, particular semantic web services technologies, to the overlapping objectives of both European and Japanese communities. The event has since been followed by a 2nd Japan-EU Symposium, which significantly included a full session on Services Architecture. Two members of the Services Architecture Working Group of the Future Internet Initiative, a working group part-coordinated by Service Web 3.0, gave presentations in this session. The contribution of Service Web 3.0 with respect to the Future Internet Initiative will be discussed in Section 3.

[1] STI Fellowship positions are intented for individual leaders who are most able and passionate in realising STI's mission of making Semantics a pillar of modern computing. STI Fellowships honour and recognise the influence of an individual and their contributions to the field of Semantic Technologies, in areas such as the Semantic Web and the Future Internet.

[2] `http://www.ict-fireworks.eu/events/1st-japan-eu-symposium.html`

3 Measuring impact in cross-project communities and networks

Of course, as a European funded project, Service Web 3.0 is not just interested in international community-building, as described in previous section, but also has had as a primary focus the creation of a community of European researchers based on cross-project synergies. Instrumental in this has been recent efforts of the Future Internet.

3.1 Future Internet Initiative

Leading computing researchers came together in April 2008 at the inaugural Future Internet Assembly in Bled, Slovenia to announce a new European approach to the development of the internet of the future — a Future Internet Initiative.

In what became known as the Bled Declaration[3], experts made a call for European action towards the Future Internet in order to meet the large number of challenges in the realms of technology, business, society and governance so as "to sustain the networked society of tomorrow." The Service Web 3.0 project provided input to and contributed to the final editing of the Bled Declaration, and the project has since played a major role in organising subsequent Future Internet Assemblies in Madrid, Prague, Stockholm, and Valencia.

Since the inaugural FIA, the Future Internet Initiative has grown to encompass over 100 EU projects, with a combined value of over 600 million Euros. This growth continues to be driven by such events as the Future Internet Symposium (FIS)[4]. FIS is one of the main scientific fora for the Future Internet Initiative and is a venue for researchers to share their work on next-generation Internet technologies. Thus far, there have been two FIS events—FIS 2008[5] and FIS 2009[6]—with a third event, FIS 2010[7], already advertised. Significantly, the Service Web 3.0 project has continued to be a co-organiser of the FIS series.

The FIA consists of different working groups, each working on different issues related to the Future Internet. The following groups were created:

- Network Architecture and Mobility
- Internet of Things
- Content creation and delivery
- Services Architectures
- Trust, Security, Privacy

[3] http://www.future-internet.eu/publications/bled-declaration.html
[4] http://www.sti2.org/conferenceseries/future-internet-symposium
[5] http://www.fis2008.org
[6] http://www.fis2009.org
[7] http://www.fis2010.org

- Experimental Facilities and Testbeds

Service Web 3.0 partners, in conjunction with the NESSI platform, have been given responsibility for coordinating the working group on Services Architectures. This co-ordination work will continue even after the formal conclusion of the Service Web 3.0 project.

3.2 Future Internet Interest Group

In addition to coordinating the working group on Services Architecture and co-organising the Future Internet Symposium, Service Web 3.0 has taken the initiative to create the Future Internet Interest Group which will keep its members abreast of upcoming events and activities that are of relevance to the work of the Services Architecture working group. Subsequent to this, more national group initiatives have been formed—e.g. the UK-Future Internet Strategy Group (UK-FISG) which has been established by the Technology Strategy Board and its Digital Communications Knowledge Transfer Network[8], with endorsement from the UK Government Department of Business Innovation and Skills and the Engineering and Physical Sciences Research Council (EPSRC). The UK-FISG will host a workshop on the topic of the Future Internet, at which Service Web 3.0 will participate through one of its partners. Service Web 3.0 has also been instrumental in setting up a national initiative in Austria—FI Austria.

[8] http://www.dcktn.org.uk

4 MEASURING IMPACT IN CROSS-ORGANISATIONAL COMMUNITIES AND NETWORKS

Thus far, the report has described community-building strategies with first an international focus and then with a cross-European-project focus. Service Web 3.0 has also sought to make an impact with the creation of more long-term cross-organisational communities, particularly with a national focus.

4.1 DIS PUE PARTNERCLUB COOPERATION

A successful example of this cross-organisational community building effort is the efforts of Service Web 3.0 partner PUE in the creation of the "PartnerClub" initiative. With PartnerClub, the Department of Information Systems (DIS) at PUE has been instrumental in creating a focussed, cross-organisational community on the national level in Poland. As part of the PartnerClub initiative, DIS organises seminars and workshops in order to familiarise PartnerClub-affiliated companies with new semantic technologies. These seminars and workshops offer the opportunity to disseminate relevant research results, as well as show the companies the possible benefits of applying these technologies in real-life scenarios. In this, DIS PUE offers its expertise and support when it comes to the introduction of new semantic technologies. Furthermore, wherever possible, DIS PUE held meetings with PartnerClub members to discuss the creation of projects related to the application of Semantics and Semantic Web Services.

As an extension to its PartnerClub initiative, Service Web 3.0 partner PUE has also actively participated in the work of the Polish Association for the Standardisation of Software[9], especially with regard to software quality.

4.2 RAISING AWARENESS FOR SEMANTIC TECHNOLOGY IN AUSTRIA (RASTA)

As explained in Deliverable D3.2, STI and STI2 are committed to a program of raising awareness for semantic technology across organisations—including academic, industrial, and governmental—in Austria. The aim of this "awareness" program is to ensure that these national organisations maitain and influential role in steering the development and, ultimately, adoption of semantic technologies.

As part of this overall outreach approach, Service Web 3.0, has sought to engage with leading Austrian organisations and institutions. Most notably, Service Web 3.0 partner OU, specifically Professor John Domingue, has performed this outreach task through firstly an invited seminar entitled "The Future Internet—a Service's and Semantic's Perspective"

[9] http://www.saso.org.pl

to the Austrian Computer Society at their OCG Forum on Semantic Systems 2009[10], and then secondly through a lecture entitled “Future Internet: A Semantics and Services Perspective” as part of the series of Public Lectures in Business Informatics hosted by the E-Commerce Group of the Vienna University of Technology[11].

It is intended that, even after Service Web 3.0 is finished, the current partners, as champions of the new Future Internet Initiative, will continue with this national, cross-organisational outreach drive, and will expand it to emphasise the competitive advantage of training knowledge workers in such a manner that places semantics at the core of computer science. Already, such an expansion is taking shape in the form of Semsphere’s Semantic Technology Specialist (STS) Certification program which has its inaugural session in Vienna, Austria on 1–5 February 2010[12].

[10] http://www.sti2.org/ocg-forum-semantic-systems
[11] http://www.ec.tuwien.ac.at/trends
[12] http://www.semsphere.com/en/training/certifications/specialist

5 MEASURING IMPACT IN SOCIAL COMMUNITIES AND NETWORKS

Finally, but by no means least important, Service Web 3.0 has sought to make an impact with the creation of more socially focussed communities, specifically by taking advantage of the emergence in recent years of social networking sites such as Facebook and Flickr.

As reported in D3.2, the project has created the Semantic Technology Forum on Facebook[13], which has seen a steady increase in membership—the membership of the Facebook group increased from 270 at time of writing D3.2 to 392 at time of writing D3.3.

In addition, the Semantic Technology page on Flickr[14] was set up to attract visitors from the community with an interest in viewing the key moments captured at relevant Semantic Technology events. However, this has received less attention than the Semantic Technology Forum on Facebook, and has thus not been maintained to the same level. This should be understood in the context of the Internet-wide rapid increase in the use of Facebook for capturing key moments over other social networking sites such as Flickr[15]

[13] http://www.facebook.com/group.php?gid=9236901547&ref=search&sid=603085669.3304076209..1

[14] http://www.flickr.com/people/27404302@N07/

[15] http://www.techcrunch.com/2009/02/22/facebook-photos-pulls-away-from-the-pack/

6 Conclusion

This document has reported on the impact of the community-building and networking activities of the Service Web 3.0 project, particularly those activities conducted as part of WP3 of the project. More specifically, the report described the impact of the four types of community building efforts strategised in D3.2 “Community Building Procedures” [1]—i.e. International Communities, Cross-Project Communities, Cross-Organisational Communities, and Social Communities. The report provided updates on the statuses of the specific communities identified in D3.2 and explained specifically how the Service Web 3.0 project contributed to the growth of these communities. It was shown that through an increased number of national and international collaborative initiatives, an increased number of research fora, and a steady increase in membership in the communities where Service Web 3.0 has been instrumental, the Service Web 3.0 project can claim success in one of its core tasks of community and network building.

It is anticipated that even though the Service Web 3.0 project has ended, the involved partners will continue to ensure the sustainability of the communities they have helped to grow, particularly the communities set up under the auspices of the Future Internet Initiative.

REFERENCES

[1] Graham Hench and Agata Filipowska. Service Web 3.0 D3.2 Community Building Procedures. Technical report, Service Web 3.0 consortium, 2008.