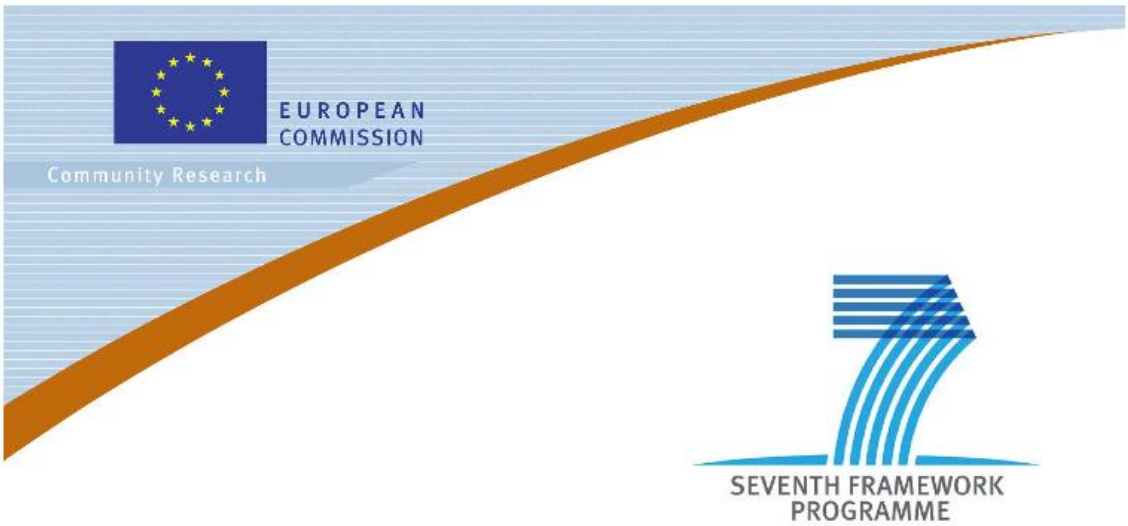


Private Public Partnership Project (PPP)

Large-scale Integrated Project (IP)

D12.5.2: Report on Challenge 3

Project acronym: FIWARE
Project full title: Future Internet Core Platform
Contract No.: 285248
Strategic Objective: FI.ICT-2011.1.7 Technology foundation: Future Internet Core Platform
Project Document Number: ICT-2011-FI-285248-WP12-D12.5.2
Project Document Date: 2014-12-19
Deliverable Type and Security: PU
Author: FIWARE Consortium
Contributors: FIWARE Consortium

1.1 Executive Summary

This report is part of Dissemination Activities task, as framed in the Communication, Collaboration and Dissemination activities of the FIWARE project.

As part of the dissemination actions proposed by the partners selected during FIWARE's third call for new partners, the project is going to launch a series of Challenges to promote its technical results in the developers' community. Three of these challenges are thematic, and one more is called the "FIWARE Excellence" challenge, which honors the best and most complete development presented either directly to the Excellence category, or to any of the first three.

In the FIWARE Challenges, the participants have to develop a full project using FIWARE GEs, providing a complete business case and answering requirements in a certain theme.

In total, four challenges were launched during the project's lifetime. Two of them were launched in October the 31st 2013 and were closed on February the 1st 2014. The third and fourth were launched during the Campus Party Brazil at the beginning of February 2014 and closed on the 24th of April 2014.

Periodic reports are to be published after each challenge is resolved. More specifically:

- D12.5.1 was delivered in March 2014 since the Campus Party Brazil took place in late January 2014 and beginning of February 2014. This report included information on the two first FIWARE challenges: Smart Business and Smart Cities.
- The present report is to be delivered by the end of the project, covering the third thematic challenge, Smart Society.
- The final one should also be delivered by the end of the project, covering the global challenge "FIWARE Excellence"

This very document is the report that summarizes all the FIWARE activities that took place for the organization, launch, promotion and final decision in the Smart Society challenge. Its index follows that of the previous document D12.5.1.

1.2 About This Document

This report is the second of this task's series of documents summarizing the activities carried out in the framework of the FIWARE Challenges. This document focuses on the third one, the Smart Society challenge.

1.3 Intended Audience

The document targets all types of stakeholders, especially public authorities, sponsors, venture capitalists and entrepreneurs. It is not a technical document, but it is also of interest for the developers' community, since it can attract more participants to the FIWARE technology, components and tools.

1.4 Acknowledgements

The current document has been elaborated using a number of collaborative tools, with the help of Ogilvy One and also Telefónica I+D as Project Coordinators.

1.5 Keyword list

Smart Society, Smart Cities, Smart Business, Industry, Challenge, Campus Party, Campusero, Developer, Web Entrepreneur, Venture Capitalist, SME, Community, Geek, Hackathon, End-users, FIWARE, PPP, Architecture Board, Steering Board, Roadmap, Reference Architecture, Generic Enabler, Open Specifications, Developers Community and Tools, ICT.

1.6 Changes History

Release	Major changes description	Date	Editor
V0.56	First draft	2014-12-13	Javier de Vicente, Esther Paniagua, Iris Rubio, Raúl Sánchez, Fátima Ruiz Clavijo, Belén Ruigómez, Verónica Bernabéu (FNE), Miguel A. Expósito (AE3), Isabel Rosado (AE3)
V0.57	Final version after comments from WP12's leader	2014-12-19	Javier de Vicente (FNE), Carlos Ralli (TID)

1.8 Table of Contents

2 Introduction

2.1 Campus Party and the FIWARE Challenges

Campus Party™ is a global and successful growing concept created in 1997 by a group of Spanish entrepreneurs. Today it is one of the most important events in ICT, and a technology & human ecosystem around the biggest geek social network that includes Public Administrations, large companies and SMEs, active Internet communities and NGOs helping impulse a digital and cooperative society through the use of technology. Visit http://www,campus-party.org

The community around Campus Party includes massive technology users, opinion leaders, researchers, entrepreneurs and creative minds that are ready to identify new opportunities to create daring things for a better society. As of September 2014 this community has reached 345,000 “campuseros” from 130 different countries. Campus Party is also a meeting point where supply meets demand between private companies, public institutions and ICT experts.

Today, Campus Party is reaching 8 different countries: Brazil, Colombia, Ecuador, Spain, Mexico, Peru, UK and Germany; and the next steps for its global internationalization include India, South Korea, China, Russia, Greece, France and Israel, among others.

As introduced in the previous documents of this series of reports, Campus Party is a unique model with more than 500 hours of lectures, forums, hands-on workshops, debates, ”hackathons” and challenges related to different ICT topics. These take place in several stages around four big-theme areas: Science, Innovation, Creativity and Digital Entertainment. Each edition features experts who share the most innovative trends with the participants. Examples include: Al Gore, Nobel Prize of Peace 2007; Sir Tim Berners-Lee and Vinton “Vint” Cerf, fathers of the Internet; Neil Armstrong and Buzz Aldrin; Stephen Hawking; Steve Wozniak, co-founder of Apple; John “Maddog” Hall, developer of Linux, and Don Tapscott, among many others. All of them maintain a high level of commitment and involvement with the Campus Party™ project and they are part of our “Campusero” community.

Campus Party counts with the maximum institutional and private support in every hosting country, with the presence of Prime Ministers, Presidents and Ministers, local institutions and municipalities, agencies for the local development, and national or multilateral public organizations such as the SEGIB or the European Commission, among others.

Figure 1. The Campus Party logo

After London (September 2013), Sao Paulo was chosen to be the hosting city for the second public presentation of the FIWARE results at a Campus Party, and the first in South America (January 2014). Months after, Zapopan in Mexico was the next city in which the FIWARE and FIWARE Lab brands were presented at a Campus Party, this time in the largest CP ever, with 10,500 attendees.

The FIWARE challenges have had an enormous impact and have allowed FIWARE to become attractive and global. We have seen (see previous reports) that “challenges and events become

complementary and necessary. More people attend the Campus Party if there are prizes to be given to the best applications, more applications are proposed if there are prizes to be given and media coverage to be received, more interest is created, a bigger buzz happens, and – in all – more useful exposure is given to FIWARE if there are Campus Parties and challenges that complement each other."

The Smart Society challenge got 300 participants and a 4-month diffusion time, with more than 200,000 € in prizes. 94 valid projects were presented and the best 5 of them were selected as winners on the 17th of October 2014 in Seville, Spain.

2.2 This document

This document is not organised following the chronology of the challenges. Instead, it is divided into decoupled concepts, so the reader can focus on whichever concept he/she wishes to. For instance, one of the key moments of the FIWARE challenges, which is *launching the challenges*, is dealt with from several angles – including the dates, how the launch was promoted and which support tools the participants could make use of.

In this regard, the document's core features the following chapters

- Organization of the Challenges, including themes, calendar, prizes, composition of the juries and legal base
- Support that the participants received at several stages of the FIWARE Challenges, in the form of events, tutorials and guides
- Promotion carried out to boost the response from participants and media, including work performed on social networks, and with communities, developers and universities
- Criteria and results of the challenges

3 Organization of the FIWARE Challenge #3: Smart Society

3.1 Theme and the process of defining the Challenge

Of the four total challenges to be launched during FIWARE, two initial themes were chosen by the organisers in the first place: Smart Cities and Smart Business & Industry. These challenges were chosen on the basis of representativeness, a wide spectrum of possibilities in terms of ideas and availability of GEs in the FIWARE forge.

These challenges closed on February the 1st at the Campus Party Brazil 2014. Two more were launched during that same event, thus covering the maximum time span and gaining more interest from the developer community (instead of launching and closing all four of them at the same time). These two latter challenges are the Smart Society challenge and the FIWARE Excellence challenge.

FIWARE's Smart Society challenge, the third FIWARE Challenge, represents an important step to find the most innovative projects that pursue societal benefits whilst using the FIWARE LAB platform and FIWARE components. Internet applications that are focused on education, health, and social inclusion are just a few examples of projects that can participate in this category.

Apart from this, Futura Networks, in agreement with TID as FIWARE's coordinator, extended the legal basis of the Smart Society challenge to enable access for two winners from the HackForGood challenge to access the Smart Society final. "HackForGood" is a hackathon focused on social innovation.

New ideas, services and applications developed to help to solve social problems, to satisfy existing needs, to create new communities, to develop partnerships between public, private and voluntary sector institutions, etc. participated in this competition and it seemed only appropriate to extend the reach of the FIWARE original challenges by incorporating the two best Hack4Good projects in our list as well.

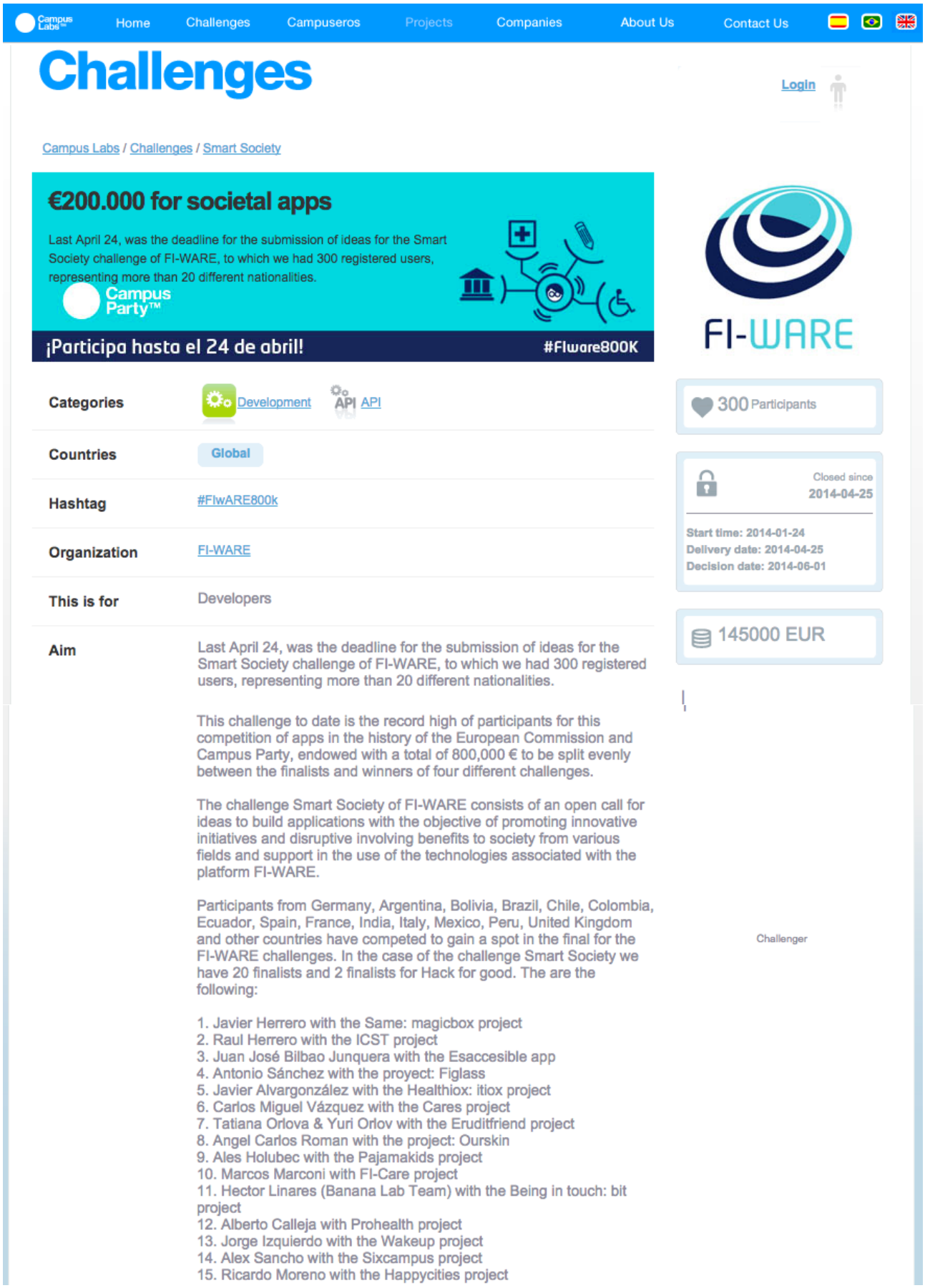
Going back in time, this process started during the Campus Party Europe in London, September 2013, where representatives of Futura Networks, NLnet and Telefónica I+D had a brainstorming meeting to share their ideas, based on their professional background, experience and the recent FIWARE advances.

Then, Futura Networks and Telefónica I+D had a personal meeting where the final structure and the topics of the four FIWARE challenges were decided. Among them, the third "Smart" challenge was conceived. Months later, and based on the result of the meeting, the legal representatives of Futura Networks prepared a formal proposal describing the Smart Society challenge and its legal basis. This proposal was reviewed by the Legal Section of the Coordinator and finally approved for publication.

Afterwards Futura Networks launched the challenges in its own Open Innovation Platform: Campus Labs, together with a global marketing campaign that will be described later on in this document. The legal basis was revised at the beginning of September 2014 to reflect the change in the venue/city of the awards ceremony, together with other formal improvements. All the finalists were informed of this change in the legal basis. It must be noted that the revision of the legal basis had no impact whatsoever in the list of selected teams for both phases of the challenge.

3.1.1 The Smart Society challenge as shown in Campus Labs

This is the original text, after the first phase, as shown in the Campus Labs web page, http://www.campus-labs.com/webapp/reto/ver/FIwARE800k?lang=en


Campus Labs
Home
Challenges
Campuseros
Projects
Companies
About Us
Contact Us
Challenges
Login
Campus Labs / Challenges / Smart Society
€200.000 for societal apps
Last April 24, was the deadline for the submission of ideas for the Smart Society challenge of FI-WARE, to which we had 300 registered users, representing more than 20 different nationalities.
Campus Party™
¡Participa hasta el 24 de abril!
#FIware800K
FI-WARE
Categories
Development
API
Countries
Global
Hashtag
#FIwARE800k
Organization
FI-WARE
This is for
Developers
Aim
300 Participants
Closed since
2014-04-25
Start time: 2014-01-24
Delivery date: 2014-04-25
Decision date: 2014-06-01
145000 EUR
Last April 24, was the deadline for the submission of ideas for the Smart Society challenge of FI-WARE, to which we had 300 registered users, representing more than 20 different nationalities.
This challenge to date is the record high of participants for this competition of apps in the history of the European Commission and Campus Party, endowed with a total of 800,000 € to be split evenly between the finalists and winners of four different challenges.
The challenge Smart Society of FI-WARE consists of an open call for ideas to build applications with the objective of promoting innovative initiatives and disruptive involving benefits to society from various fields and support in the use of the technologies associated with the platform FI-WARE.
Participants from Germany, Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Spain, France, India, Italy, Mexico, Peru, United Kingdom and other countries have competed to gain a spot in the final for the FI-WARE challenges. In the case of the challenge Smart Society we have 20 finalists and 2 finalists for Hack for good. The are the following:
1. Javier Herrero with the Same: magicbox project
2. Raul Herrero with the ICST project
3. Juan José Bilbao Junquera with the Esaccesible app
4. Antonio Sánchez with the proyect: Figlass
5. Javier Alvargonzález with the Healthiox: itiox project
6. Carlos Miguel Vázquez with the Cares project
7. Tatiana Orlova & Yuri Orlov with the Eruditfriend project
8. Angel Carlos Roman with the project: Ourskin
9. Ales Holubec with the Pajamakids project
10. Marcos Marconi with FI-Care project
11. Hector Linares (Banana Lab Team) with the Being in touch: bit project
12. Alberto Calleja with Prohealth project
13. Jorge Izquierdo with the Wakeup project
14. Alex Sancho with the Sixcampus project
15. Ricardo Moreno with the Happycities project
Challenger

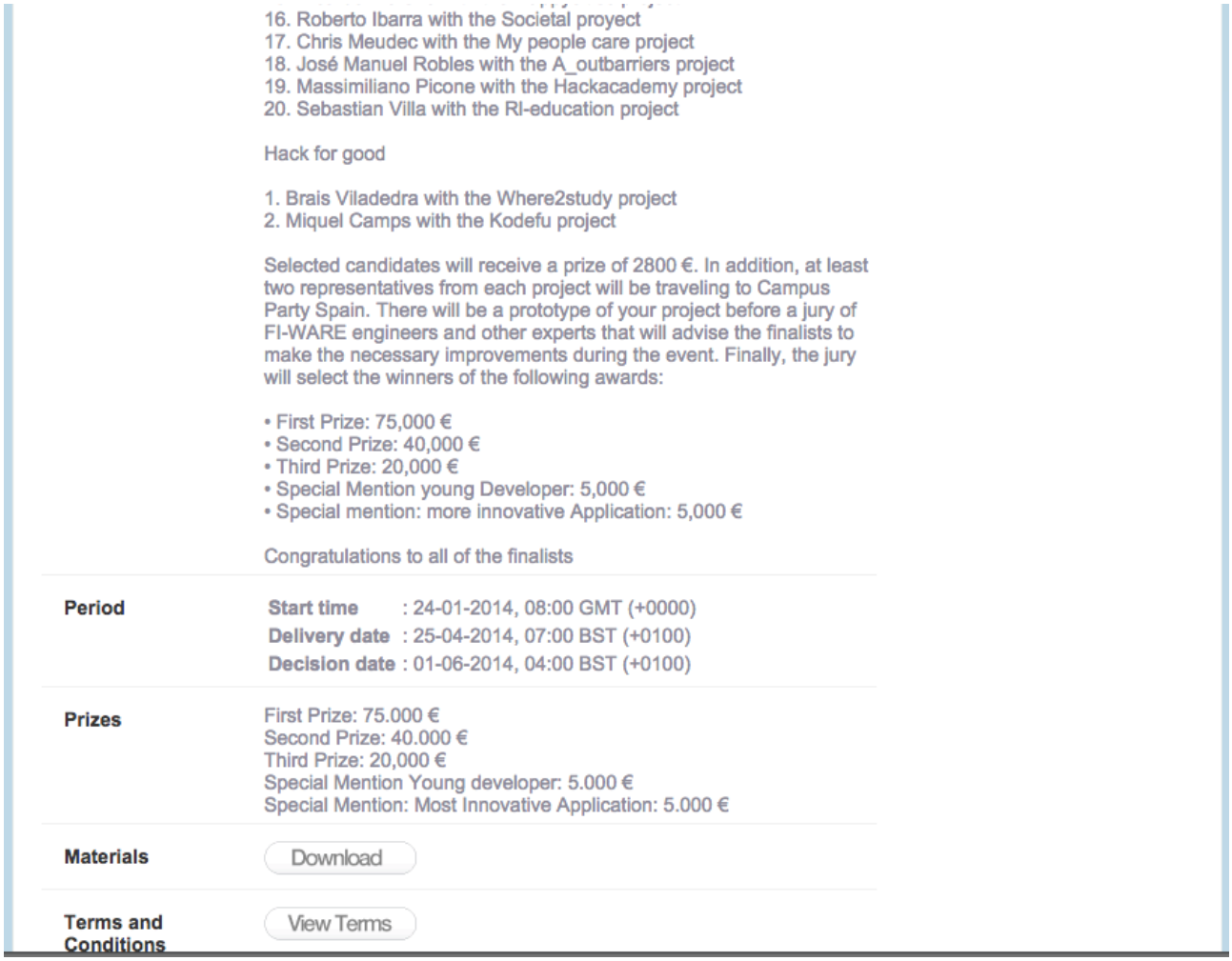


Figure 2. The Smart Society challenge at Campus Labs, after the first phase

3.2 Calendar, materials and Structure of the prizes

3.2.1 Calendar and materials

The Smart Society challenge is divided into two stages: first phase and finals.

- In the first, which consisted of a global "call for ideas", the jury looked for projects linked with education, health, social inclusion and similar themes, with the core requirement of having their implementation based on the FIWARE platform and components. This phase was opened on the 24th of January 2014 and closed on the 24th of April 2014.
- Without taking into consideration the Hack4Good projects, out of the 94 valid projects submitted, 20 ideas had to be selected as finalists. The members of the jury for this phase had roughly ten days for deciding on the best ideas before the 9th of May 2014.
- As for the Hack4Good challenges, their two best projects directly qualified for FIWARE's Smart Society final phase. This had happened on the 7th of April 2014, since the Hack4Good competition had ended earlier in March 2014.
- Upon completion of the first phase (9th of May), the jury had selected a total of 22 teams.
- Due to the postponement of the Campus Party Europe from 2014 until 2015, a new and adequate place had to be found. Eventually, the European event chosen was the three-city multipurpose meeting called[1] "*FIWARE PPP – Conectando las ciudades a la internet del*

[1] FIWARE PPP – Connecting the cities to the FI

futuro", hosted in Spain and promoted by the councils of Las Palmas, Seville and Valencia, MINETUR[2] and Red.es. This event took place on the 15-17th of October 2014 and included three main legs: an institutional event, a bootcamp for startups, and finally the final phase of the FIWARE Smart Society challenges. Though the official dates for the multipurpose event are 15-17th of October, the organization together with FNE and the members of the jury enabled spaces and facilitated coaching to the challengers from as early as the 13th of October. This event marked the beginning and end of the second and final phase of the challenge, where a jury composed of FIWARE platform developers and other experts advised candidates on how to improve their prototypes before ultimately presenting their final versions and awarding the winners on the 17th of October.

- All the Smart Society finalists were informed about the event in the beginning of September 2014 (as soon as it was confirmed). The candidates, chosen by the jury during the aforementioned first deliberation phase, were eligible to be awarded a preliminary prize, provided they attended the final. 18 of the 22 teams physically attended the final phase. 2 from the Hack4Good challenge, 16 more selected by FIWARE. The non-attending teams were: (1) HackAcademy, (2) OurSkin, (3) ProHealth and (4) Societal.
- The final, held during the multipurpose event in Seville (Spain), is where the winners were selected. Summing up:
    - The event lasted from the 13th until the 17th of October 2014.
    - After presenting their pre-final projects to the juries on the 13th, the teams received coaching from the FIWARE developers during the event (by means of dedicated coaching sessions and on-the-spot guidance).
    - The presentation of the final projects was performed on the 17st.
- The winners were finally chosen and the awards ceremony took place on the very same 17th of October.

[2] Spanish Ministry of Industry, Energy and Tourism

Figure 3. The 'MyEco' team, working in Seville during the week of the 13th of October

For this challenge, the participants were delivered a series of materials and links, which are available at http://static.campus-party.org/labs/generic/images/retos/FIWARE400K_material.zip. At all times, the FIWARE online tools for developers were ready. Telefónica I+D set up a mailing list. This was used as a common single channel by which all participants and organisers could remain in contact. It was largely used, especially in the days leading to the final phase and during the event.

3.2.2 Prizes

Winners of the Smart Society challenge received €192,600 in prizes; €47,600[3] of which were granted to the shortlisted teams selected in the first phase of the Challenge and attending the final event, and €145,000 more were given to the winners of the second phase, all distributed as follows:

Number of shortlisted ideas (1st phase)	Prize	Total Prize
17	**€2,800**	**€47,600**

Main Prizes	First Prize	€75,000

[3] It must be noted that FIWARE funds 21 proposals, since Hack4Good funds only one of the 2 proposals selected via Hack4Good. The other one is also funded by FIWARE (thus, 20 selected via FIWARE plus 1 selected via Hack4Good – and not funded by Hack4Good).

	Second Prize	**€40,000**
	Third Prize	**€20,000**
Special Mentions from the Jury	**Special Mention:** Most Innovative Application	**€5,000**
	Special Mention: Young Developer	**€5,000**
	Total 2nd Phase	€145,000

Table 1. Prizes and categories

Furthermore, besides the three thematic challenges launched during FIWARE, there is the global challenge called "FIWARE Excellence" (see relevant deliverable for more details on this particular challenge).

3.3 Jury and legal base

3.3.1 Jury

Futura Networks (as leaders of this task) and Telefónica I+D (FIWARE and WP12 coordinators) selected the members of the jury for the Smart Society challenge. The final lists were built basing on the profiles' reputation, qualification, independence and neutrality. The representatives of the European Commission approved both lists for both phases.

3.3.1.1 *Jury of the Smart Society Challenge*

For the first phase – selecting the finalists among the proposed ideas submitted before the end of April – the jury was composed of the following members:

- **President:**
  - Michiel Leenaars, Director of Strategy at NLnet
- **Other members:**
  - Thierry Nagellen, FIWARE IoT Chapter leader at Orange.
  - Fernando López, FIWARE Cloud leader at Telefónica I+D.
  - Pierangelo Garino, Project Manager at Telecom Italia.
  - Fermín Galán, IoT/M2M platform at FIWARE, Technology Specialist at Telefónica I+D.
  - Claudio Massari, Project Manager at Innovation Engineering and Ciaotech (Italy).
  - Nuria de Lama, Atos Research & Innovation and FIWARE ambassador.
  - Sergio García Gómez, in charge of the Data/Context Management chapter of FIWARE project.
  - Stefano de Panfilis, FIWARE Lab leader and Chief Innovation Officer at Engineering Ingegneria Informatica S.p.A.
  - Christof Marti, leader of the KIARA-Project of FIWARE. Works for partner ZHAW.

In the case of the HackForGood competition, the members of the jury were:

- **President:**
  - Fabian Garcia Pastor, Telefonica S.A. Co-founder of HackForGood

- **Other members:**
  - Fermín Galán, IoT/M2M platform at FIWARE, Technology Specialist at Telefónica I+D.
  - Juan Quemada, Professor at ETSIT-UPM and member of FIWARE. Co-founder of HackForGood
  - Joaquin Salvachúa, Associate Professor at ETSIT-UPM and member of the FIWARE consortium.
  - Enrique Quintas, Fundación HazLoPosible. Co-founder of HackForGood.
  - Víctor Sanchez, CEO of MashMeTV spinoff Company and co-founder of HackForGood.

For the final phase – selecting the winners out of the 22 finalist projects – the members of the jury were the following:

- **President:**
  - Carlos Ralli, FIWARE IoT architect at Telefónica I+D.

- **Other members:**
  - Aitor Magán, FIWARE CKAN architect at UPM
  - Álvaro Arranz, FIWARE WireCloud architect at UPM
  - Daniel Morán, FIWARE software engineer at Telefónica I+D.
  - Pasquale Vitale, FIWARE software engineer at Engineering Italy.
  - Thomas M. Bohnert, FIWARE expert at ZHAW
  - Sami Jylkkä, FIWARE 3D architect at Cyberlightning
  - Marco A. Núñez Farfán, Startup funding expert at SOPREA
  - André Driever, Startup funding expert at SOPREA

Their curricula follow:

- Michiel Leenaars: Michiel is Director of Strategy at NLnet. He is responsible for defining and initiating short term and long term policies and managing strategic activities within the NLnet foundation, and acts as its spokesperson to the press and society. He joined the management team of NLnet in 2007. He has a background in Physics at Technische Universiteit Eindhoven and Theory and history of literature/Visual and verbal communication at Tilburg University. Between 2002 and 2012 he worked for the Netherlands Organisation for Scientific Research (NWO) in various roles. One of these roles was coordinating the national Software Engineering programme JACQUARD. Another role he had in that period was within NWO's subsidiary Netherlands National Computing Facilities Foundation (NCF), where he acted as a senior advisor on e-Infrastructure and e-Science. For a number of years he was very active in the European policy body e-Infrastructures Reflection Group (e-IRG) and has been the lead editor of the e-Infrastructures Roadmap, a long term strategic pan-European vision document maintained by the e-IRG. Mr Leenaars is director of ISOC.nl, the largest Internet Society chapter in the world. He is active in a number of national and international organisations, such as OpenDoc Society (vice-chair), Gridforum Nederland (secretary of the board), Accessibility.nl, and Petities.nl foundation (treasurer). He is a member of ISO/IEC JTC1 SC34 wg6, responsible for adoption of the OASIS OpenDocument Format as an international standard. For a number of years he was a member of the European ICT Standards Board (ICTSB), representing internet standardisation in this group. From 2006 to 2010 he was member of the strategic committee of the European domain name registry EURId. He regularly advises public bodies and politicians on IT policy issues and publishes articles and columns in a number of publications.

- Thierry Nagellen: Mr. Nagellen is coordinator for all Orange activities in the FIWARE PPP, and he is in charge of the Internet of Things activities in FIWARE. He is also President of

the Smart Specialization Area "Networks, M2M & Mobiles Services" for the French SCS Cluster (visit http://en.pole-scs.org/)

- Fernando López: Mr. López Aguilar holds a degree of Computer Science from E.T.S Ingeniería Informática - University of Málaga. Since 2001, Fernando works in Telefónica I+D in projects involving NGN, advanced broadband communications, Mobile IP, and new mobile services. He has been involved in several CELTIC (ICARUS, LOOP), ITEA (MARTES) and FP7 projects (PEACE, SENSEI, IoT-A). He holds two International Awards, multiple publications, and one book chapter. He is an active reviewer in some important journals and congresses (IEEE, WMSCI'09, ICC'10, GC'10 – CQRM, Mobimedia'10 and MONA'11). Fernando coordinates the development of components contributed by Telefónica in the FIWARE Cloud Chapter and also coordinates the tasks dealing with the FIWARE Cloud portal definition. Besides, he also coordinates the team of Telefónica I+D involved in the XiFi project, which addresses the expansion of FIWARE Lab across multiple datacenters and the development of FI-Ops tools.

- Pierangelo Garino: Mr. Garino received the degree in Computer Science at University of Torino, Italy, in 1990. He joined Telecom Italia (formerly CSELT - Microelectronics Applications Department) in 1983 and he currently works in the "Handset & Embedded Systems Technologies and Research" Area. Since the beginning he has been involved in research activities concerning design and test of digital circuits, ranging from the design methodologies to the specification and design of circuits for innovative applications, including advanced test techniques of the components. He participated to several European research projects, and he coordinated the "ANGEL" Project (FP6 IST 033506 project), which targeted the development of enabling technologies suitable to deploy new services for wellness and healthcare. He is currently the coordinator of the national project "E-Cube" which aims to develop innovative energy efficiency ICT solutions based on scalable rules for residential and industrial application domains. His research activities are focused on the adoption of proximity technologies, in particular on mobile terminals, to develop innovative services in telecommunications field.

- Claudio Massari: Mr. Massari has worked as project manager for Innovation Engineering (Italy) in the following projects: ADVISE, Advanced Video Surveillance archives search Engine for security applications, CUbRIK, Human-enhanced time-aware multimedia search, M-Inclusion: Mobile Inclusion Platform for Europe and Latin America Market, IT: Demonstrating the industrial validity and market feasibility of IT Tool to support SMEs in systematic innovation processes, INSEARCH: SMEs innovation processes through advanced IT search systems. Claudio Massari is now working for Ciaotech (Italy) as a compliance consultant.

- Nuria de Lama: Nuria studied Telecommunications Engineering at the Polytechnic University of Madrid. After working more than five years in an SME as manager of the International projects department (working in wireless and mobile technologies and having participated in many R&D projects since FP5 such as HEROE, ISTforCE, TUAMO, DAVINCI, RuralWings, BROADWAN, SAMANTHA, WALKONWEB, MOSAIC, eVALUES), she joined Atos Origin SAE in 2005, where she is currently Representative of Atos Research and Innovation to the European Commission. In that position she is responsible for the coordination of the research activities of Atos Origin and the definition of the strategy for new business development, including all the initiatives related to Future Internet. Until this year she was Head of the Semantics, Software and Service Engineering Unit. Along the previous years she has participated in projects such as SOA4All, NEXOF, COIN, INFRAWEBS, IntelLEO, C@R, to name a few. She has wide experience in EU programmes, having acted as evaluator, reviewer and speaker in many conferences for the EC. She has chaired the Service Engineering WG at the INES platform and contributed actively to working groups in NESSI and other platforms and initiatives (ENoLL, OISPG and currently EFII/FIRA).

- Sergio García Gómez holds a degree in Eng. Telecommunication from the University of Valladolid (1999). He also holds a Master in Project Management from the same university (2007), where he teaches agile methodologies and Scrum since 2010.
  Since 2000, Sergio works in Telefónica I+D, where he has participated in various network management systems OSS, related to signalling and access networks. He has contributed and led various innovation projects related to the integration and interoperability of data and quality of data, especially in the context of OSS/BSS systems, and promoted the usage of Linked Open Data technologies: FP5-AlbatrOSS, FP6-MEDSI, ADE-Dataweb, ADE-Euricles, FP7-SLA@SOI, CELTIC-Servery. He has also participated in Telefonica I+D's Kowgar platform, an intelligent agent and Bayesian inference based diagnosis system. He has participated in different standardization groups in the TeleManagement Forum: SID, SLAs Management and actively contributed to the Software Enabled Services Management Solution specifications. In 2010 he joined as work package leader of the FP7 Integrated Project 4CaaSt related to PaaS technologies and since 2011 he was in charge of the technical coordination.
  Since 2013 he is in charge of the Data/Context Management chapter of FIWARE, both in coordination and in architecture activities. Since 2014, he also leads the portfolio of Smart City solutions in the Industrial IoT area, which involves both the leadership of internal developments and the coordination and coaching of the third party solution providers. This includes the connection of Smart Cities all over Europe, the publication of their open data in FIWARE Lab and the integration of developments in FIWARE platform.
- Stefano de Panfilis: Stefano is the Chief Innovation Officer at Engineering Ingegneria Informatica S.p.A. the leader company of Grupo Engineering. He graduated cum laude in Mathematics from the University of Rome "La Sapienza". He has been involved in European funded R&D projects since 1994. He coordinated projects as DOOR (ESPRIT 4FP), the CBSEnet (IST-5FP Network of Excellence), CLARiFi (IST 5FP), QualiPSo (IST 6FP), and many Open Source and Open Construction Processes. In FIWARE, he is FIWARE Lab Leader. He serves the Project Coordination Committee and, since April 2012, he is one of the two FIWARE representatives in the FI-PPP Architecture Board. Since the beginning of 2012 he is in charge of the coordination for the Trento Node's technological projects within the EIT ICT Labs.
- Christof Marti: Mr. Marti is Assistant Professor (Docent) at Zurich University of Applied Sciences. He teaches and researches in the areas of Software Engineering, Distributed Systems, Networking, Operating System Technologies, ICT Infrastructure and Cloud-Computing. He is technical lead of the Platform as a Service (PaaS) research domain within the Init Cloud Computing Lab (ICCLab), which is an OpenStack- based Cloud Computing research environment. Prior to joining ZHAW he was IT director (CIO) at the Winterthur School of Polytechnic (TWI), which is a predecessor organization of ZHAW. He is also a co-founder of the Software Engineering Startup SENAG, which provides Information Management Systems with a special focus on semantic and genetic data analysis. Christof has an extensive background in software development, especially middleware and Internet-based.

- Fabian Garcia Pastor: Fabián García-Pastor is B. Eng. Industrial Engineer (University of Valladolid) and MBA (Instituto de Empresa) with more than 15 years of experience in Information and Communication Technologies, R&D and Corporate Development areas. Before joining Telefónica S.A in 2008, he developed his activity in several other small and big ICT companies belonging to the private (Ibermática, Meta4, Yell) and public sector (Red.es, ONERA, Nasa Ames) as well as teaching at the University (UC3M). Since September 2010, he is working in the Corporate Social Responsibility area of Telefónica S.A., firstly as Stakeholder Engagement Manager and currently in the Social Innovation department where he is leading the Telefónica University Chairs Network.
- Fermín Galán: Fermín holds an M.Sc degree in telecommunications and a Ph.D in telematics from the Polytechnics University of Madrid (UPM). He is currently involved in the

research activities at the Discover unit at Telefónica Digital, mainly in virtualization, cloud computing topics and M2M/IoT topics. He has authored more than 40 research publications, including 5 in JCR journals, and 1 international patent. In the FIWARE project, his main responsibilities are related to the Orion Context Broker generic enabler, the FIWARE Lab context management platform and the architecture and coordination of the LiveDemo application.

- Joaquín Salvachua: Dr. Joaquín Salvachua has a PHD on Telecommunications Engineering (1994) by the School of Telecommunications at the Polytechnic University of Madrid. He is associated professor of the Department of Telematics' Systems Engineering since 1995 and a member of the Internet NG group. He has worked in the validation and verification of protocols and distributed systems using formal languages, especially LOTOS, distributed multimedia applications for collaboration, distance learning and tele-presence, and systems both for sharing p2p video stream to the performance database NoSQL high-performance data. Currently his research within the group of next generation networks, focuses on distributed identity in social networks, analysis and recommendations based on science of complex networks, cloud computing oriented collaboration (Collaboration as a Service) and mixed & augmented reality all oriented towards education. He has made numerous publications in magazines and books. Has been researcher in the Fi-ware, Fi-Content, Xi-FI and Fi-Core projects.

- Juan Quemada: Dr. Juan Quemada is a Full Professor in Telematics Engineering at DIT - ETSIT - UPM since 1991, where he has been lecturing on Internet application and service design, as well as Internet architecture and protocols. He is the leader of the Internet NG Group, which focuses on research and the design of next generation Internet services, with special emphasis on collaborative and social systems, technology enhanced learning, cloud computing and the new Web architecture. Prof. Quemada holds the Telefónica Chair for Next Generation Internet since 2001 and is the promoter of the UPM spin-of company Agora Systems S.A. He is strongly involved in European as well as Spanish research projects (see Internet NG group activity) and has authored of a large variety of publications.

- Enrique Quintas: Mr. Quintas is CTO and CINO of Hazloposible foundation. Degree in Economics and master degree in marketing online, he is passionate about technology, startups and promoting positive social change. Hazloposible foundation employs social, mobile and web technology to help inspire, equip and mobilize people to get involved in solving urgent challenges. He has wide experience working in the not-for-profit and technology sector, having worked for several companies as Sage, Telefónica, El Corte Inglés and IBM. Enrique is currently launching the first Pro Bono website in Spain.

- Víctor Sánchez Belmar: Mr. Sánchez (Palma de Mallorca, 1986) is founder and CEO of MashMeTV and B. Eng. In Telecommunications (UPM). He also holds an MBA on Information Technology Management (The Illinois Institute of Technology). He has worked for Allsun Travel, Intelligent Systems Laboratory, Urki.me, Netwot and Ging. Mr. Sánchez has taught in the USA in the IIT and in Spain at Iniciador Kids, teaching kids on programming in Scratch. He is also co-founder of HTLM5Party Madrid and co-manager in GDG (Madrid).

- Aitor Magán: Passionate about computers since he was very young, Aitor is a computer engineer at Universidad Politécnica de Madrid where he is starting my PhD. Aitor is very interested in Software technologies and has worked with a huge range of technologies such as NodeJS, Redis, Mongo, Java, Python, C, and Android. Additionally, he is also keen in Open Data. With experience in open source and European projects, Aitor is currently a researcher at the CoNWeT Lab where he leads the integration between CKAN and FIWARE. In addition, he takes part in other components of the Business Framework.

- Álvaro Arranz is currently the lead developer of WireCloud (reference implementation of the Application Mashup Generic Enabler in FIWARE). He was also involved in the development

of the FIWARE LiveDemo application and is an active supporter in events and hackathons representing FIWARE, both in the Spanish and International scopes.

- Pasquale Vitale: Pasquale works for Engineering since October 2004. He is a graduated Electronic Engineer (University of Salerno) and he is a certified Sun SCJP 1.6 and Java EE 6 Web Component developer. Pasquale is working in the FIWARE project since 2011, as ENG is responsible for the FIWARE Tools in the FIWARE Lab. Using PHP, Javascript, WSDL2JAVA, WADL2JAVA, Nodejs, Backbone, JQuery, Ajax and HTML5, the team at Engineering has created a Java client for REST services to create a client (java class) to call GEs. ENG has created a simplified version of the cloud portal named “myForge” to manage Virtual Machines.

- Thomas M. Bohnert: Thomas (http://tmb.nginet.de) is Adjunct Professor (Docent) at Zurich University of Applied Sciences. His professional interests are focused on enabling ICT infrastructures, coarsely ranging across cloud computing, service-oriented infrastructure, and carrier-grade service delivery (Telco+ IT). Prior to being appointed by ZHAW he was with SAP Research (Technical Director), SIEMENS Corporate Technology (Research Scientist), and ran an IT consultancy named BNCS. Tenure as visiting scholar with Tampere University of Technology, NEC Network Research Labs, VTT Technical Research Centre, and Beijing University of Posts and Telecommunications allowed him to add profound international experience to this profile. Prof. Bohnert was deeply involved in the design of the Future Internet Public-Private Partnership and later appointed Deputy Chief Architect, presiding the FI-PPP Architecture Board and FI-WARE, the FI-PPP Technology Foundation project. Prior to that he was involved in several national and European research projects, for instance FP7 GEYSERS, FP7 eMobility Networld, FP7 PRE-DRIVE-C2X, FP6 WEIRD, 100GET, FP6 E-NEXT, COST Action IC0906 and COST Action 290, and QoSMAP. From 2009 to 2011 he was appointed to the steering board of the European technology platform Net!Works. His works are published in several books, journals and conferences. He regularly serves as board member of international conferences as well as reviewer for accredited international publications. In 2008 he was appointed Regional Correspondent (Europe) for IEEE Communication Magazine’s news section. He is the founder of the IEEE Broadband Wireless Access Workshop (www.bwaws.org).

- Sami Jylkkä: Sami has wide experience in leading international product programs. He has over 10 years extensive career in Nokia in several R&D positions and consulting experience in Accenture. In Cyberlightning Sami has been designing and implementing the FIWARE Advanced Web UI chapter GE's. Sami is an expert in innovating and creating new Mobile services & devices.

- Marco A. Núñez Farfán. Business Administration and Management Dpl. by the University of the Pacific (Peru) and Executive MBA from ESIC. Since 2009 he has served as Director of Administration and Finance at SOPREA, main Financial Intermediary of the Reimbursable Funds and Jeremie Funds at Andalucía Board. Marco has been Director of Administration and Finance at Telvent Interactive (2007-2009). From 2005 until 2006 he was Financial Controller at Telvent Interactive. He began his career as a Financial Analyst in Corporate Banking at IDB Finance. He has extensive experience in investment analysis and technology startups

- André Driever: Bachelor of Business Administration from the University of Applied Science in Düsseldorf (Germany). In his career he spent 10 years at Dresdner Bank AG (Germany) in Corporate Banking. Between 2004 and 2009 he was Vice President at Dresdner Kleinwort Investment Bank (Germany). Since 2010 he is part of the team of the Reimbursable Funds / Jeremie Funds, currently being Chief Analyst. In his career he has

structured and executed numerous financial transaction. André has extensive experience in investment analysis and technology startups

- Daniel Morán is a senior developer with over a decade of experience in the Software development business and has worked in multiple European research projects since he joined Telefonica R&D. He is currently involved in the development of components for the FIWARE platform and in the industrialization of Telefonica's comercial IoT platform.

- Carlos Ralli: Carlos Ralli Ucendo holds a degree of Telecommunications Engineer from the Universidad Politécnica de Madrid (UPM). In 1999 he published “Analysis, Configuration and trials with IPv6 protocol”, describing how he connected Telefónica I+D labs & DIT-UPM premises to the international IPv6 networks at their first time. As a senior researcher & project manager he played the role of scientific and financial coordinator in LONG (IST-1999-20393) FP5 project, focused on building a distributed IPv6 EU Laboratory, and prime contractor in Euro6IX (IST- 2001-32161) project, the largest FP5 EU IPv6 industry-led initiative. Later on, he has been regularly playing key different roles in FP6 and FP7 research projects, including the FI-PPP.
  During 2009-2012, he became an IP network/services architecture on-site auditor at several Telefónica infrastructures in Latin America, including Argentina, Brazil, Chile, Colombia and Peru and he played the role of Head of Telefónica Delegation to the IETF and ISOC international bodies. He was also assisting the European Commission as independent expert in FP6 and FP7 IST project reviews. Carlos is well known for mentoring and coordinating Telefónica Group participation in the ISOCorganized “World IPv6 days” in 2011 and 2012, contributing as well in 2013 with Telefónica’s press release on its global leadership as of Peru massive deployments. Nowadays, his personal and professional research activities are focused on building Internet-of-Things solutions plus discovering Internet6 forthcoming opportunities. He maintains his personal blog “The Internet6 playground”, referenced by reputed experts in the field and occasionally contributes to RaspberryPi-based open source initiatives. Within Telefónica he is currently one of the architects of FIWARE project.
  Carlos is an active speaker with more than 50 papers, presentations, key-note speeches and discussion panels in Asia-Pacific, Europe and Latin-America including panels at the IETF plenary sessions. He has been also responsible of technology/products demonstrations to key people such as Vinton Cerf ("Father of Internet", Príncipe de Asturias awards), EU ICT Commissioners and EU parliament members.

Most members are also developers who were ready to help the participants in their quest for the best FIWARE application during the final event. The non-technical members of the jury focused their comments on the business and HHRR aspects of the projects.

Figure 4. The Healthiox-Itiox team in Seville, October 2014.

3.3.2 Legal basis: terms and conditions

The Terms and Conditions document was available at http://static.campus-party.org/labs/generic/images/retos/FIWARE800K_bases.pdf. The legal representatives of Futura Networks prepared a formal proposal describing this challenge and its Legal Basis. This proposal was reviewed by the Legal Section of the Coordinator and finally approved for publication. Later on in September 2014 this was revised to accommodate for the change in the awards venue, with no impact whatsoever in the conditions for the evaluation nor in the list of selected finalists/winners. We reproduce its contents in the following paragraphs:

FIWARE Smart Society Challenge

COMPETITION RULES

BACKGROUND

This competition is called “FIWARE Smart Society Challenge” (The Competition) and it is organized by Futura Networks, SL (FNE), a company registered in Spain in the Madrid Mercantile Register, whose registered address is at Avenida de Atenas, 10 with VAT Number: ESB-82511775.

FIWARE (www.fi-ware.org) is a project led and coordinated by Telefónica Investigación y Desarrollo, S.A., Unipersonal ("TELEFÓNICA I+D"), a company registered in Spain in the Madrid Mercantil Register, whose registered address is at Distrito Telefónica C/ Ronda de la Comunicación, s/n, edificio Oeste 1, 28050 Madrid CIF. A/78423480.

The FIWARE project aims to define specifications of a software platform (hereinafter referred as the "FIWARE platform") that is built upon elements called "Generic Enablers" (GEs) which offer reusable and commonly shared functions, making it easier to develop Future Internet Applications in multiple sectors. The FIWARE Project also aims to develop the first implementation of the specifications of each "Generic Enabler (GE)" that is part of FIWARE. Any product that implements the specification associated to a GE is referred to as "Generic Enabler implementation (GEi) product". Finally, the FIWARE project also aims to create and operate the FIWARE Lab, which is an environment where different "GEi products" are instantiated, integrated and ready to be used. More information about the FIWARE project can be found at www.fi-ware.org

The FIWARE project is funded by the European Commission. FNE is part of its consortium.

ENTRY REQUIREMENTS

Participation in The Competition is voluntary and no payment is necessary to enter. The Competition is not open for entry to employees of FNE or TELEFÓNICA I+D, their legal advisors or collaborators, employees of the Campus Party, organizers of the Event, any company partner of the FIWARE project, or members of the judging panel.

To participate in this competition you must first register at www.campus-labs.com under the section "FIWARE Smart Society Challenge".

The Competition will be held in two phases. For the first phase of The Competition, the participants should propose an idea of an application, preferably accompanied by a working "proof of concept", that meets these requirements:

- It must use FIWARE technologies, preferably services provided by instances of "GEi products" deployed in FIWARE Lab.
- Parts of its components must be deployed on the FIWARE Cloud provided as part of the FIWARE Lab.
- It should be aimed to mean a significant step building the future society, with disruptive initiatives in fields such as education, citizen empowerment, health, digital government and others.

For the second (and final) phase of the competition, you should present a working prototype of your proposed application also complying with the above requirements

To become valid participants in The Competition, all the teams must:

1. Be represented by a person who is at least 18 years old at the time of submission.
2. Complete the online form that will be made available at www.campus-labs.com describing their application, and following the template also available at www.campus-labs.com.
3. Describe the servers and devices that have been used to develop and test the application, and any third party or previously developed software on which the application has been based or which is involved.
4. Provide any information necessary to examine and test the developed prototype of the application.

5. At their own discretion, participants may provide additional elements such as videos, presentations, short tutorials, designs, etc. which they may deem necessary to help the judging panel understand their idea.
6. Participants will be physical people.

Participants must upload their completed project (including both the mandatory and optional elements), in English, to the online Campus Labs platform at the www.campus-labs.com website. Projects must be submitted electronically through this website and they shall not be accepted by any other means. All entries must be submitted between 8:00 PM GMT on January the 27th, 2014, and 11:59 PM GMT on April the 24th, 2014, in order to join The Competition.

In the event of any technical problems related to www.campus-labs.com, participants are allowed to submit their ideas by sending them to the following email address: fiware-challenges@lists.FI-WARE.eu. The email must contain a screenshot of the technical problem and must be received on time (before 11:59 PM GMT on April 24th, 2014).

Submissions or emails received after 11:59 PM GMT on April the 24th, 2014 shall not be accepted.

FNE has the right – but no obligation – to extend the deadline for entry. In such an event all registered participants will be emailed with the revised date of closure.

Participants must only submit their own original work. Any form of plagiarism or misappropriation of third party material will result in the disqualification from the competition under exclusive responsibility from the Participants.

Participants may submit more than one application for the competition if they have more than one idea. They can also submit the application submitted to The Competition to other competitions at the Campus Party unless the other competitions impose exclusivity. For the avoidance of doubts, The Competition doesn't impose any exclusivity. This is of special importance in the case of the FIWARE Excellence Challenge Competition, which runs in parallel with the FIWARE Smart Society Challenge Competition.

Only entries completed by participants in accordance with these rules will be eligible for entry to The Competition.

We do not accept responsibility for entries that have not been sent before the closing date, regardless they have been lost, damaged or delayed as a result of any network, hardware or software failure of any kind, except in the event of a technical problem of www.campus-labs.com. Proof of sending will not be accepted as proof of receipt.

Late, incomplete, illegible, defaced and corrupted entries will not be accepted.

FNE will use the email addresses provided by the participants for any further communications with them regarding The Competition.

PRIZES

First phase: Up to 20 teams will be selected among the proposals submitted before 11:59 PM GMT on April 24th, 2014. Two additional teams will be selected among the participants in the HackForGood hackathon (http://hackforgood.net) that meets the requirements established on the present document. Telefónica and FNE reserve the right to establish additional agreements with other entities or competitions and give them the possibility to have a place among the finalists of this challenge.

The teams pre-selected will be announced before May 15th of 2014. This selection process will complete the first phase of the Competition. A prize of €2800 will be given to each of the 20 teams selected directly through the FIWARE Smart Society

competition (that is, not by the HackForGood competition), to be paid by TELEFÓNICA I+D upon signature of a payment agreement where the team will commit to send at least two members of the team to the European event where the final (second phase) will take place.

As for the two projects selected through the HackForGood competition. One of them will be funded by the HackForGood organizers and the other one will be funded by FIWARE again through TELEFÓNICA I+D. The quantities and conditions will be exactly the same as those described for the 20 teams selected through the FIWARE Smart Society Challenge.

The non- assistance to the final will imply the refund of €2800 to TELEFÓNICA I+D. and in case that this €2800 prize has not been paid to the selected team by TELEFÓNICA I+D at the time of the final, it will be automatically canceled.

The payment agreement will also be considered as infringed in case of nonattendance to the final of at least two members of the team (except for teams with only one member).

The total 22 teams pre-selected as finalists will opt to the following prizes in the Second Phase of the Competition, totaling 145 K€ in prizes:

- First prize: 75,000 €
- Second prize: 40,000 €
- Third prize: 20,000 €
- Young Developer: 5,000 €
- Most Innovative App: 5,000 €

In order to receive the transfer of any of these prizes, the representative of each team will have to sign a payment agreement provided by TELEFÓNICA I+D.

In addition to the above prizes, the pre-selected projects with a score equal to or higher than 7 in the final evaluation will be eligible to run the second phase of the "FIWARE Excellence" Challenge. This challenge will be targeted to award those projects making the best usage of FIWARE technologies.

All prizes (either during the first or the second phase of The Competition) are personal and non-transferable. The prizes will be paid by TELEFÓNICA I+D, using funds allocated by the European Commission under the FIWARE European project.

Before any payment is executed, FNE will send the list of awardees to the European Commission for approval. No payment will be done without the European Commission's approval.

Transference of the amount of the prize (once applicable taxes deduction are discounted) will be done to an account domiciled in the country of the winner's residence. Bank transfer charges will be deducted from the prize money if the winner is resident in a country outside of the European Union.

You are responsible for providing your correct bank account details for payment in the event that you are a winner. If you are the winner and you have not provided correct bank details we will contact you using the email address you provided when you registered for the competition. If we are unable to contact you using these details within 30 days of the date the winners are announced you shall be deemed to have forfeited the prize and we will be free to reallocate the prize at our discretion.

The winners will be solely responsible for payment of any applicable tax resulting from obtaining the prize.

The date of payment of the prize depends on the delivery time of the information and documents required by TELEFÓNICA I+D plus the time needed for the validation and subsequent acceptance of it by TELEFÓNICA I+D.

Notwithstanding what it is established in the documents, the winners agree that payments due by TELEFÓNICA I+D could be reduced in the amounts of withholding tax legally established, in application of the Internal Spanish Tax Law or the applicable Double Tax Convention signed between the countries of residence of TELEFÓNICA I+D and the representative of each winning team.

If there is a Double Tax Convention in force, the representative of each winning team agrees to send a Tax Certificate of Residence (issued by the relevant tax authorities) that allows the application of the mentioned Agreement.

At the reception of the tax certificate of residence TELEFÓNICA I+D will apply the dispositions of the Double Tax Agreement and can reduce of the payments due in accordance with the dispositions of the mentioned Agreement.

In the case the representative of each winning team does not facilitate the mentioned Tax Certificate of Residence or there is no Double Tax Convention in force, TELEFÓNICA I+D will be able to reduce the payment after practicing the withholdings legally established by the Internal Spanish Tax Law.

THE JUDGING PANEL

A judging panel (The Jury) will choose the winning teams for each of the phases of The Competition.

The judging panel will be comprised of at least 5 FIWARE experts, who may be FNE employees or FNE collaborators or may work for other companies or be FIWARE consortium partners.

The judging panel will evaluate applications on the basis of the following criteria using a rating of 1 to 10, 10 being the highest score:

- **Impact:** the potential of the proposed idea to make impact on the market.
- **Relevance:** how relevant it is the use of FIWARE technologies in the proposed application.
- **Implementation:** to what extend the team proposing the idea includes people with the necessary skills and know-how to implement the idea

The judging panel may award more than one prize to the same winner.

The decision of the judging panel is final and no further discussions will exist regarding such decision. The judging panel shall not be obliged to disclose the reasons for its decision.

There is no right of appeal.

The judging panel reserves the right not to award the prize(s) if it considers that no submitted proposal is of a sufficiently high standard.

The President of the judging panel will be also President of the jury of the FIWARE “HackForGood” hackathons and any other hackhatons where FNE and Telefónica may have an agreement related to FIWARE Smart Society Challenge. The judging panel of any hackathon connected to this Challenge will evaluate its applications based on the criteria of this Legal Basis.

The projects pre-selected during the first phase of The Competition shall be announced on the website www.campus-labs.com and www.campuse.ro on April 2014.

The final winners of the prize will be announced during the Awards Ceremony at the final. Payment shall be made to the bank account provided by the winner after the validation of the received signed documentation.

ADITTIONAL INFORMATION

For further information on The Competition, all participants can access www.campus-labs.com. At the time of the Event the www.campuse.ro website will be updated with information on the Event and the competition.

PRIVACY POLICY

All participants are able to enter The Competition by signing up as *campuseros* through www.campus-labs.com or www.campuse.ro and have accepted the Privacy Policy set for campuseros. Access to the full terms of the Privacy Policy, to cancel or to modify their data is available at all times through the above mentioned website.

As stated there, the personal data delivered by the participant has been registered in the automated file called CAMPUSEROS, registered at the Spanish Agency for Data Protection (Registro General de la Agencia de Protección de Datos), the entitled being FUTURA NETWORKS, S.L. with address in Avenida de Atenas, 10 (in Las Rozas - Madrid - Spain), with fiscal number CIF nº B-82511775 and registered at the Commercial Registry of Madrid at T-14898, F-158, H-M247920.

In performance of the Spanish Organic Law 15/1999, December 13, of Personal Data Protection and its development laws, the personal information that you provide will be treated confidentially and with the right security measures to guarantee its privacy. FUTURA NETWORKS, S.L. informs the User that it has adopted the technical and organizational measures to assure data security according to Royal Decree 1720/2007, December 21.

The User is entitled to exercise his/her access, rectification, cancelation, and opposition rights. In addition, the User is entitled to request a non retroactive revocation of his/her consent for the use of his/her personal data. The User may exercise these rights, at any time, by written communication to FUTURA NETWORKS, S.L. Avenida de Atenas, 10 28290 Las Rozas (Madrid) or to crm@campus-party.org

IMAGE RIGHTS CESION

By entering The Competition all participants agree to grant TELEFÓNICA I+D and FNE the right to use their name and any images that they have provided worldwide for publicity purposes in any communication, advertisement or publication in any format, including written, audiovisual and electronic, in relation to the competition and to promote the Campus Party, FIWARE and related activities, without payment or consideration to them and they agree to sign any authorization TELEFÓNICA I+D or FNE may require for the use of such images and name.

Winners of a prize may be asked to participate in publicity arising from the competition.

INTELLECTUAL PROPERTY RIGHTS

As a participant, you confirm and declare that you are the sole creator of the application you submit and that it is free from third party rights. Neither TELEFÓNICA I+D nor FNE has obligation to verify the authenticity of the ownership of your application and any issues of third party claims that arise as a result of your application including any claims that you have plagiarized or misappropriated third party right in relation to your application are solely your responsibility.

As a participant, you will indemnify FNE and TELEFÓNICA I+D for any losses and damages they incur arising from any claim brought in connection with your entry for breach of third party intellectual property rights.

Any participant who violates a third party's intellectual property rights shall be disqualified from the competition and it will be their exclusive responsibility.

As a participant, you will own all intellectual property rights in the entry you submit for The Competition.

As a participant, you grant TELEFÓNICA I+D and FNE a non-exclusive, sub-licensable, transferable, royalty free, worldwide license to use the application you submit for the purposes of the competition and publicity arising from and in connection with the Event, including disseminating and communicating its contents to third parties, or setup of a working permanent showcase of your application running on FIWARE Lab.

GENERAL PROVISIONS

TELEFÓNICA I+D and FNE reserves the right to refuse the participation of any person who does not meet the requirements described in these rules and who does not follow the rules.

TELEFÓNICA I+D and FNE reserves the right to modify these rules at any time up to the beginning of the second phase of The Competition, provided that any such changes are communicated by email to all participants registered on such date. We are not responsible for the non-receipt of any such email. Your participation in the competition will be deemed acceptance of any such changes.

TELEFÓNICA I+D and FNE may decide to cancel the competition at any time prior to the closing date in which case we shall notify all participants who have registered by such date. TELEFÓNICA I+D or FNE may automatically disqualify any participant who in their reasonable opinion demonstrates inappropriate behavior or violates the other´s rights. Participants must not misuse any of FNE's or FIWARE's websites including ("Websites") by knowingly introducing viruses, Trojans, worms, logic bombs or other material that is malicious or technologically harmful. Participants must not attempt to gain unauthorized access to the Websites, the servers on which the Websites are stored or any server, computer or database connected to the Websites. Participants must not attack the Websites via a denial-of-service attack or a distributed denial-of service attack.

The winners' names, countries and given prizes can be obtained from the campuse.ro, campus-party and FIWARE websites or by sending a stamped and addressed envelope to FUTURA NETWORKS – FIWARE project, Avenida de Atenas, 10, 28290 Las Rozas - Madrid (Spain), which should be received before 11:59 pm on April the 24th, 2014.

These rules and all matters that are relative to The Competition shall be governed by the laws of Spain and the competent Courts shall be the Courts of Madrid.

By registering to participate in The Competition you are indicating your acceptance of these competition rules.

If you have any question or if you would like to know more about The Competition please email to: fiware-challenges@lists.FI-WARE.org

Madrid, revised on the 25th of September, 2014

Figure 5. Juan José Bilbao, of the ItsAccessible App, working in Seville

4 Supporting the participants[4]

This chapter focuses on the support that all participants received during the life of the two last challenges. Some of the teams had had previous experience with FIWARE or had participated in either the Campus Party Europe in London 2013 or in the Campus Party Brazil in Sao Paulo 2014, where these two final challenges were officially launched, but in any case supporting the teams was once again one of the priorities for both the communication and technical teams in the FIWARE consortium. The messages needed to be clear and the technological information needed to be precise and easy to understand.

The following paragraphs are divided into the different sorts of support given – and then ordered by date/phase of the challenges.

4.1 Debate forums

Futura Networks created three open forums (one in Spanish, one in English and one in Portuguese) exclusive for these two last challenges. These forums have been used not only for keeping the participants updated with any news related to the challenges but also as an additional communication channel to answer their questions – complementing the email and social networks as indicated in 4.2. Mostly, these were forums for soft, non-technological issues.

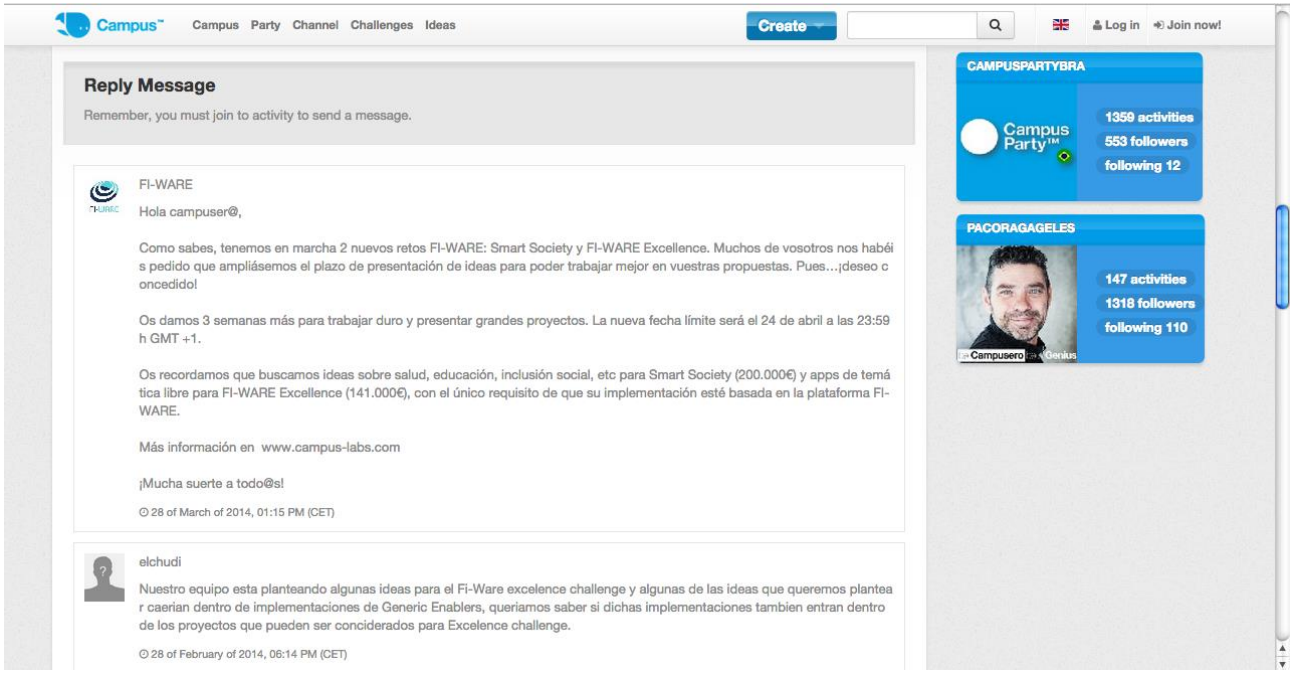


Figure 6. An excerpt of a thread in one of the forums

The forums were set up using Futura Networks's own Campuse.ro platform.

4.2 E-mail and social networks

During these months, Futura Networks helped the participants with their doubts through emails and social networks – mainly Twitter. Common questions made reference to the presentation of their ideas to the juries of each challenge, the specific amounts of each prize, needed documentation and other questions related to their attendance to the finals. In some cases they were trying to

[4] This chapter is repeated in D12.6 since all the processes for both challenges were carried out in parallel

reach for technical help, in these situations the FNE team forwarded their enquiries to the technical list or guided the participants so they could forward those questions themselves.

Figure 7. Using Twitter for getting to know more details about the challenges

Specific accounts were set up and followed up on a daily basis. Email was used as well:

hi,
you can answer to our questions about participation in the final event of Smart Society challenge. Our team will have two additional members, who are not yet registered with the project. Shall we make somehow the registration of them, or can arrive all together at 13 October Morning (please tell us exact time) to Seville town-hall (Address: Calle Temprado, 3, 41001 Sevilla, España)?
Could you also give me a contact info of somebody for technical questions about the deployment of the application on the FIWARE platform and GE (Configuration Manager, Semantic Annotation, Stream-oriented Kurento) usage?
Best regards,
Yuri Orlov, Tatiana Orlova,
Project Erudite Friend
Smart Society Challenge

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Este correo electrónico y, en su caso, cualquier fichero anexo al mismo, contiene información de carácter confidencial, exclusivamente dirigida a su/s destinatario/s. Queda prohibida su divulgación, copia o distribución a terceros. En caso de haber recibido este correo electrónico por error, se ruega notificar inmediatamente esta circunstancia mediante reenvío a la dirección electrónica del remitente y su eliminación.

Figure 8. One example of a question proposed by the participants

As mentioned before, e-mail was also used for delivering technical information in the later stages of the challenges. This was done not through the former fiware-sc-challenge@lists.FIWARE.eu list, but this time through the fiware-lab-help@lists.fiware.org. Specific information about GEs and other technological matters was given by means of the official list used for anyone willing to develop using the FIWARE Lab (challengers and otherwise; this gives an impression of the seriousness of the prototypes selected).

4.3 Tutorials, webinars and guides

The organisers saw again the need for easy ways to introduce FIWARE to potential developers and facilitate everyone to participate. The aim was maximum diffusion, easiness and participation. Several video tutorials were created and uploaded to Youtube for the two first challenges. These video tutorials cover the basic aspects of the competition, and thus they were again used for the last two challenges:

- What is FIWARE and how can I participate? 1391 views

- What is FIWARE? 1083 views
- Cómo apuntarse al reto FIWARE 829 views (Spanish)
- ¿Qué es FIWARE? 2181 views (Spanish)

The featured information included the objectives of FIWARE, a summary of its key points, how the registration process through www.campus-labs.com worked, how to upload the project to the platform, and a number of other relevant aspects. The two key video-tutorials were translated to Spanish and subtitled in Portuguese. They were also compacted into one single video of three minutes.

Following this, specific technical information was given to the participants, just as we did with the participants of the two first challenges. A new spread-sheet was given, in which the developers found some important details about different FIWARE Generic Enablers.

In the document, the candidates were given information on:

- Availability. Although they had investigated the FIWARE web site and there is quite a lot of information about the different Generic Enablers there, the actual availability is different for each of the GEs. This was clearly indicated:
    - FIWARE Lab. The spread-sheet includes information on how the GE in particular is available in https://account.lab.fi-ware.org/ For belonging to FIWARE Lab, the GEs pass through additional quality assurance mechanisms that provide an additional guarantee of availability and usability. The information in this column specifies:
        - FIWARE Lab Portal. Whether the GE is available as part of FIWARE Lab portal, and therefore the participants could use it directly from https://account.lab.fi-ware.org/
        - Global Instance. Whether there is a global instance of that GE that the candidates could use for their tests. At http://catalogue.fi-ware.org/enablers/ more information about the instances was given.
        - Demo Instance. This meant that there is an instance that the candidates could use for demo purposes, but not for development. For development purposes, they would have to create their own instance.
        - Blueprints or VM Image. Whether they could deploy automatically an instance of the GE either with the blueprints mechanisms or by instantiating a Virtual Machine image through https://cloud.lab.fi-ware.org/
    - Binaries/code. Alternatively, an option was prepared for the participants to download and install by themselves the binaries on the FIWARE Lab cloud or on any other resources. This was indicated in the catalogue (additional information about each GE's download options).
- Support. More information about how to get support for specific GEs was included, apart from the well-known e-mail list: fiware-lab-help@lists.FIWARE.org. Specific instructions were again reminded for:
    - Online / Real Time communications. The candidates had a way to directly get in touch with a person in charge of a specific GE in Seville and Las Palmas.
    - Non Real Time. The e-mail addresses of the GE owners were given, for those cases when the person directly involved with that particular GE was not present at the finals. Finally, recommendations for not using non-available or discontinued GEs were given.

Telefónica I+D and Ogilvy One had organized a number of webinars on January the 22nd and January the 23rd, open to anyone who would like to learn about FIWARE Lab's Cloud and Blueprint capabilities and the Orion Context Broker – two essential tools that FIWARE offers to developers. These were still online:

- The "FIWARE Lab Cloud and Blueprint Capabilities" webinar (http://stream.globalplaza.org/videos/FIWARE/webinar_22_1_2014_01) was a practical session on FIWARE Lab's cloud assets. The developers' team showed the usage of the FIWARE Lab cloud portal to the attendees, for them to deploy and access virtual machines (VMs), create containers and objects as well as instantiate blueprints (VMs plus software). The webinar was directed by Henar Muñoz.
- The "Orion Context Broker" webinar (http://stream.globalplaza.org/videos/FIWARE/webinar_22_1_2014_02) was a practical session on the Orion Context Broker. Fermín Galán of the FIWARE developers' team described where to find the Orion information in the FIWARE catalogue, and then how a FIWARE Lab user could create out-of-the-box and ready-to-use Orion instances. Finally, Fermín went through the main operations to manage contextual information with the Orion Context Broker.

And new webinars exclusively scheduled for these two new challenges were also carried out in March and April 2014, as indicated in http://www.fi-ware.org/2014/03/27/attend-our-webinars-next-week/:

Monday, March 31st

- 10:00 – 10:55 (CEST) – Identity Management and Access Control – KeyRock
- 11:00 – 11:55 (CEST) – Advanced Cloud capabilities
- 12:00 – 12:55 (CEST)– Mashup technologies – Wirecloud

Tuesday, April 1st

- 12:00 – 12:55 (CEST) – Real-time Multimedia Stream Processing – Kurento
- 15:30 – 16:25 (CEST) – Connection to the Internet of Things: DCA and Figway
- 16:30 – 17:25 (CEST)– Context Awareness: Orion Context Broker
- 17:30 – 18:25 (CEST)– Map/Reduce – Cosmos Big Data

Along with the downloadable materials at the Campus Labs page, a guide was included on formalities and documentation needed for correctly uploading all projects, and a second guide gave the participants a few tips for presenting their work in the finals. It was an improved and updated version from the one distributed for the two previous challenges. This is here reproduced:

FIWARE
OPEN APIs FOR OPEN MINDS

FIWARE EXCELLENCE &
FIWARE SMART SOCIETY Challenge Finalists
Tips for your Presentation

The aim of this document is to provide you with some guidance for your FIWARE Challenge presentation during the Final to be held in Seville and Las Palmas de Gran Canaria, Spain from October 13rd to 17th , 2014.

You will only have **7 minutes** to present your project on Monday 13th and **15 minutes** on Friday 17th. The pitch will be a great opportunity to interact with the Jury and receive advice on how to improve your project.

Here we recommend you a FORMAT for the 7 minutes presentation:

1. **THE TEAM**. Present the members of your team. (30")
2. **WHAT FOR.** What problem does your project solve and what business model do you have (1'30"-3')
3. **HOW**. How it is integrated with FIWARE. (3'-3' 30")
    a. Architecture description, building blocks and which ones will be in FIWARE Cloud.
    b. FIWARE Generic Enablers. Which ones are you using, how and why

Here are some TIPS for your presentation:

1. MAKE IT SIMPLE. No more than one slide per minute with the most relevant content, little text and self explained.
2. DESIGN MATTERS. It can make the difference between a good presentation and an awesome one.
3. PRACTICE, PRACTICE AND PRACTICE the times you need. It really makes the difference.

IMPORTANT REMINDER: Do not forget that what is being evaluated in the project is how you use FIWARE. The presentation must be performed in English.

Figure 9. Tips for the final presentations as distributed by FNE to the participants

4.4 Events

FIWARE has gained much visibility in recent months, coinciding with a more mature set of technological solutions present in the FIWARE Lab and Catalogue. To make the most of this, the two last FIWARE challenges have been presented and/or promoted in a number of international events:

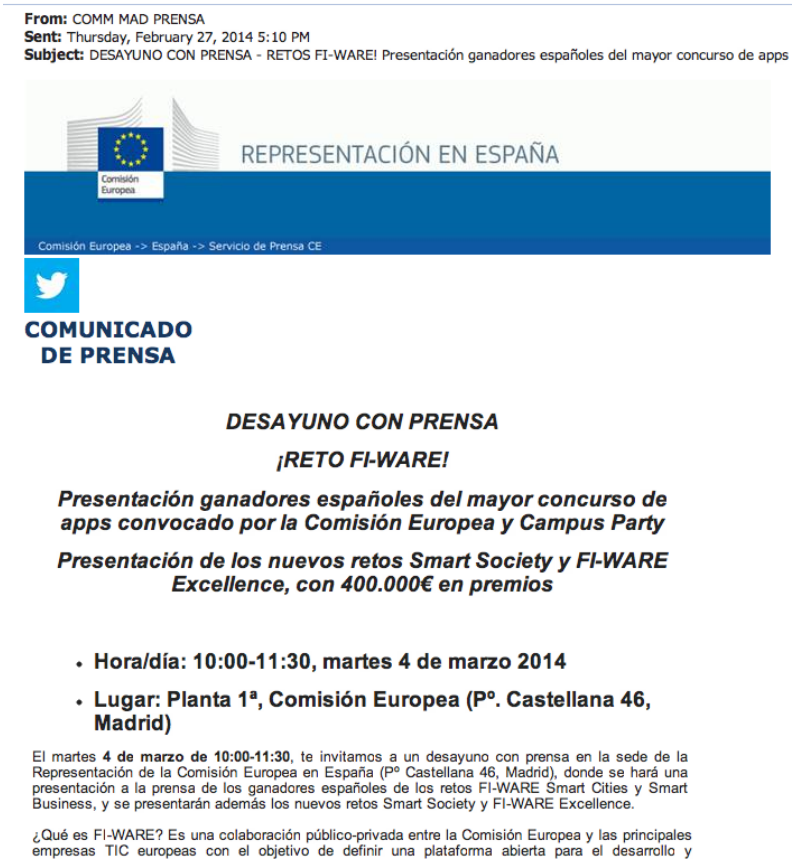
- Campus Party Brazil 2014 http://www.campus-party.com.br/2014/edicao-2014.html
- CeBIT http://www.cebit.de/home
- ECFI Brussels http://www.ecfi.eu/brussels2014/
- Opening, Data-center Seville

http://www.datacenterdynamics.es/focus/archive/2014/09/sevilla-invierte-en-la-modernizaci%C3%B3n-de-su-dc

- Campus Party Mexico 2014 http://www.campus-party.com.mx/2014/index.html
- ECFI Munich http://www.ecfi.eu/munich2014/
- Several Startup Weekends (inc. Hamburg, Valencia and others). See http://startupweekend.org/

Besides these, and aiming at being more international and at reaching a higher number of participants, going beyond the Campusero database (which was being reached by other means), FNE produced one key event, particularly devoted to the promotion and support for the two last challenges. This event was held on the 3rd of April 2014 at the Offices of the European Commission in Madrid, Spain. It was a press breakfast that also included a number of other particular activities, which we now proceed to list.

A press call was launched through traditional media, websites and social networks.



From: COMM MAD PRENSA
Sent: Thursday, February 27, 2014 5:10 PM
Subject: DESAYUNO CON PRENSA - RETOS FI-WARE! Presentación ganadores españoles del mayor concurso de apps

REPRESENTACIÓN EN ESPAÑA

Comisión Europea -> España -> Servicio de Prensa CE

COMUNICADO DE PRENSA

DESAYUNO CON PRENSA

¡RETO FI-WARE!

Presentación ganadores españoles del mayor concurso de apps convocado por la Comisión Europea y Campus Party

Presentación de los nuevos retos Smart Society y FI-WARE Excellence, con 400.000€ en premios

- **Hora/día: 10:00-11:30, martes 4 de marzo 2014**
- **Lugar: Planta 1ª, Comisión Europea (Pº. Castellana 46, Madrid)**

El martes **4 de marzo de 10:00-11:30**, te invitamos a un desayuno con prensa en la sede de la Representación de la Comisión Europea en España (Pº Castellana 46, Madrid), donde se hará una presentación a la prensa de los ganadores españoles de los retos FI-WARE Smart Cities y Smart Business, y se presentarán además los nuevos retos Smart Society y FI-WARE Excellence.

¿Qué es FI-WARE? Es una colaboración público-privada entre la Comisión Europea y las principales empresas TIC europeas con el objetivo de definir una plataforma abierta para el desarrollo y

Figure 10. Part of the text included in the emails that announced the Press Call

Figure 11. The Press Call as it appeared in the EC's website

The own EC amplified the announcement through its website and social accounts.

Figure 12. The Spanish Twitter account of the EC announced the press breakfast

The corresponding press kit was developed by FNE in conjunction with OG1. It was distributed accordingly among all the relevant media. Besides inviting journalists, the press breakfast also counted with the presence of important members of the FIWARE consortium together with some of the winners of the two first challenges. This was truly important, since we could use their hands-on experience as a way of support for other future participants.

Figure 13. Past winners of the two first FIWARE challenges present at the Press Breakfast

During and after the event, the dissemination partners of FIWARE carried out interviews with the attendees. High-profile mass media echoed the event, such as RTVE, the Spanish national radio & television broadcaster.

5 Promotion and Awareness[5]

This chapter focuses on the actions taken aiming at a proper promotion and awareness of the FIWARE Smart Society challenge and the FIWARE Excellence challenge. This chapter is repeated in D12.6. Both challenges were launched at the very same time and the communication plan is the same for the two of them. The reader must note that Chapter 4 also included certain promotional actions, but those were centred on the support initiatives (e.g. press breakfast).

For ensuring the visibility and proper promotion of the Smart Society challenge, a strategy and a work plan were established, mixing online and offline actions, through Futura Networks and FIWARE's own channels, including:

- Web and traditional media
- Social networks
- Databases
- Personal contacts with all the participants from prior challenges
- Influencers, including the own EC, and universities & communities
- Campus Party spokespersons

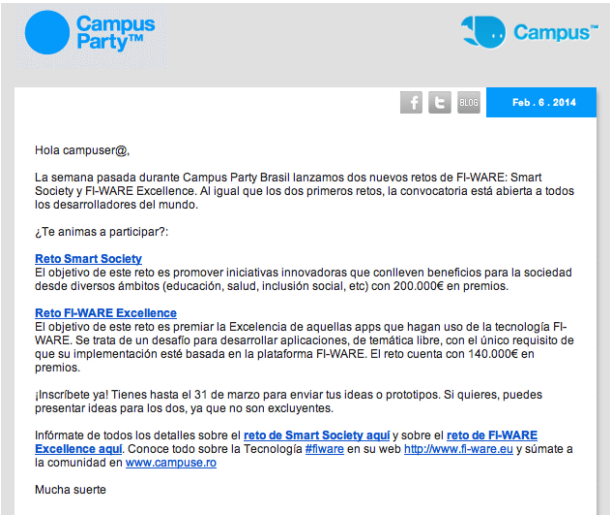
This was in line with what was done for the promotion of the two first challenges.

5.1 Web, social networks and databases

5.1.1 Mailings to the Campuse.ro list

Using Futura Networks's database, more than 330,000 campuseros worldwide have been conveniently informed about the two first FIWARE challenges. The dates for these mailing actions are:

1) February 6th: Announcement of the two new challenges


Campus Party™ Campus™

BLOG Feb . 6 . 2014

Hola campuser@,

La semana pasada durante Campus Party Brasil lanzamos dos nuevos retos de FI-WARE: Smart Society y FI-WARE Excellence. Al igual que los dos primeros retos, la convocatoria está abierta a todos los desarrolladores del mundo.

¿Te animas a participar?:

Reto Smart Society
El objetivo de este reto es promover iniciativas innovadoras que conlleven beneficios para la sociedad desde diversos ámbitos (educación, salud, inclusión social, etc) con 200.000€ en premios.

Reto FI-WARE Excellence
El objetivo de este reto es premiar la Excelencia de aquellas apps que hagan uso de la tecnología FI-WARE. Se trata de un desafío para desarrollar aplicaciones, de temática libre, con el único requisito de que su implementación esté basada en la plataforma FI-WARE. El reto cuenta con 140.000€ en premios.

¡Inscríbete ya! Tienes hasta el 31 de marzo para enviar tus ideas o prototipos. Si quieres, puedes presentar ideas para los dos, ya que no son excluyentes.

Infórmate de todos los detalles sobre el **reto de Smart Society aquí** y sobre el **reto de FI-WARE Excellence aquí**. Conoce todo sobre la Tecnología #fiware en su web http://www.fi-ware.eu y súmate a la comunidad en www.campuse.ro

Mucha suerte

Figure 14. Email sent to the Campusero database on February the 6th

2) February 24th: Reminder #1

[5] As explained, this chapter includes information on both the Smart Society and Excellence challenges

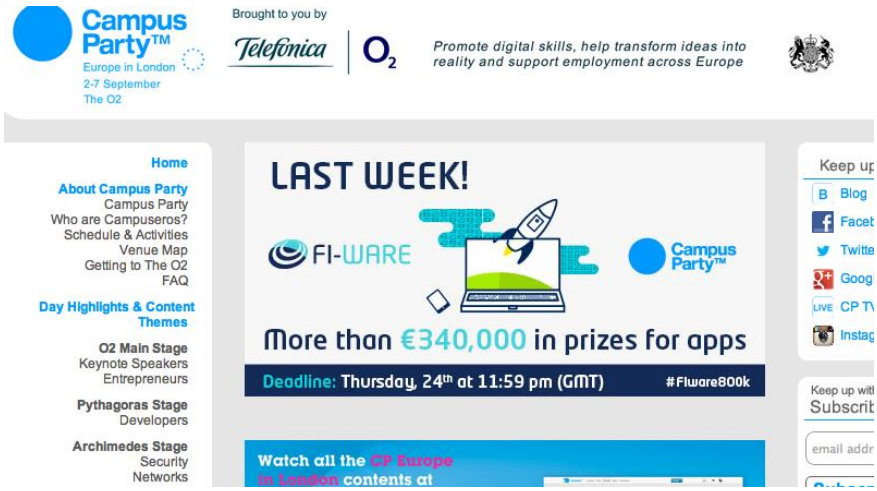
3) March 21st: Personal email from the Campus Party's co-founder, Paco Ragageles, to all the participants in any previous FIWARE challenge, encouraging their participation in the new ones.
4) March 27th: Reminder #2 and communication of the extended deadline (from March to April)
5) April 21st: Last week's reminder

Figure 15. Email sent on the very last week

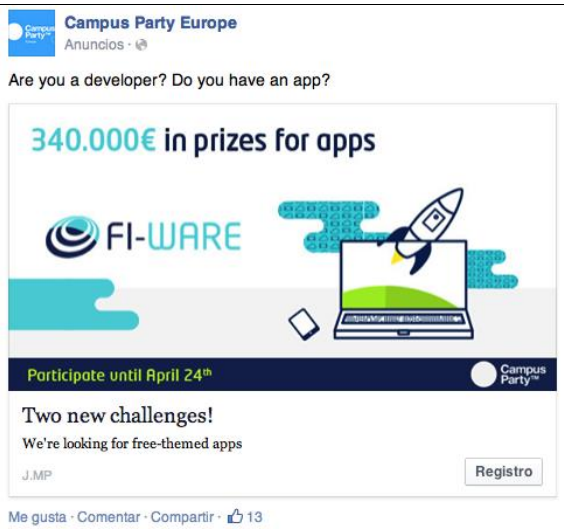
5.1.2 Social Networks and web

The key actions are summarized in the following table. A graphic example is provided to give the reader an impression of the styles used at all times. Coordination with Ogilvy was key to the success of the communication campaign:

Constant update of the FIWARE, Campus Party, Campus Labs, and all other relevant accounts. Also, continuous updates at the FIWARE blog (http://www.FIWARE.org/blog/), Flickr (http://www.flickr.com/photos/FIWARE/) and LinkedIn (http://www.linkedin.com/groups/FIWARE-4239932) pages	Movistar CampusParty @Campuspartymx Siguiendo ¿Tienes duda sobre los retos "Smart Society" y "FI-WARE Excellence" de @Flware? Visita nuetro foro en campuse.ro: campuse.ro/social/resourc… Responder Retwittear Favorito Más 23:47 - 14 de abr. de 2014

Generation of content to populate social networks and web portals	
Press Kit	Please see Annex I. Press release sent through Futura Networks' communication departments in Europe, Brazil, Ecuador, Colombia and Mexico
Monitoring the #FIWARE800K hashtag	
Coordination with Ryan Heath (Press Department of the European Commission) for the dissemination of the FIWARE challenges through key accounts (e.g. Neelie Kroes)	
In addition to this, Futura Networks conducted several advertising	1) Launched on January 28th until February the 11th in India, Europe, México, Colombia, Brazil and EUA, with more than 503K people reached and more than 7K clicks

campaigns in Facebook, all of them with an approximate target age-range between 17 and 45 years-old, and a very high level of segmentation to cover very specific interests (e.g. programming language):	 2) Launched from February 20th to 24th: reinforcement in Europe, India, Brazil, Colombia and Mexico, with more than 380K people reached and more than 8K clicks  3) March 28th to April the 4th: expansion campaign for challenges with a high level of segmentation, country per country: Spain, Belgium, France, Italy, UK, Ireland, Switzerland, Netherlands, Sweden, Luxembourg, Norway, Greece, Colombia, Mexico, Germany, Brazil and Ecuador. This one reached 4.4M people and meant more than 9K clicks



4) April 21st to 24th saw the last week campaign, comprising Europe, India, Brazil, Ecuador, México, Ecuador and Colombia. More than 465K people were reached and almost 4K clicks were obtained.

Figure 16. An illustrated summary of the main web-based promotional actions

5.2 Direct contact with reference groups, universities and communities

As in previous challenges, there were mailing actions with the database of speakers and collaborators of Futura Networks, to spread the word about the Smart Society and Excellence challenges. The database was segmented to send this information only to people related with development, open source software, green technologies and science fields. More than 500 reference people were contacted using this method.

Futura Networks' own overseas Content team made a follow-up of every new piece of information, to strengthen the communication strategy put up by the rest of departments.

On February the 20th, one email was sent to speakers and partners of Campus Party, requesting help in broadcasting the key information about the challenges.

Isabel Rosado <isabel.rosado@futuranetworks.com> 6:31 PM (16 hours ago)
to Yosu

Estimado Yosu

Nos gustaría informarte de que hemos lanzado dos nuevos desafíos desde Campus Party: Smart Society, con 200.000 EUROS en premios y FI-WARE Excellence, con 140.000 EUROS.

Se buscan ideas sobre salud, educación, inclusión social para Smart Society y apps de temática libre para FI-WARE Excellence. El único requisito es que su implementación esté basada en la plataforma FI-WARE.

Como ya os contamos, los retos FI-WARE son el mayor concurso de apps lanzado nunca por la Comisión Europea y Campus Party, y están dirigidos a todos los desarrolladores del mundo.

El plazo de inscripción finaliza el 31 de marzo. Y toda la información está disponible en http://www.campus-labs.com.

Pensamos que es una magnífica oportunidad para los desarrolladores y emprendedores de todo el mundo y creemos que personas como tú pueden contribuir a que esta valiosa información pueda llegar a su conocimiento.

Te agradecemos todo tu apoyo en la difusión de estos retos y esperamos poder contar con tu presencia en Campus Party próximamente.

Saludos

Departamento de Contenidos de Campus Party

This email and, where applicable, any files attached thereto, contains confidential information exclusively addressed to its recipient. Disclosure, copy or distribution to third parties is strictly prohibited. If you have received this email in error, please immediately notify this circumstance by forwarding it to the sender's email address and delete it.

Figure 17. Mail sent on the 20th of February, 2014 (Spanish version)

Consequently, on March the 19th, a second series of emails was sent to assorted consultants again to ask for support in the diffusion of the two new FIWARE challenges.

¡340.000 euros en premios para las mejores apps!

Gabriela Acosta 8:14 PM (16 hours ago)
to Eva, me, Pedro, Modding, Roberto, MicrobotiX, Miguel, marco, Victoria, Elias, Gerardo, Alberto, anton

Estimados asesores

Nos ponemos en contacto con ustedes para solicitar su colaboración en la difusión de dos desafíos que hemos lanzado desde Campus Party: Smart Society, con 200.000 € en premios y FI-WARE Excellence, con 140.000 €.

Buscamos ideas sobre salud, educación o inclusión social para el reto Smart Society y prototipos de temática abierta para FI-WARE Excellence, con el único requisito de que su implementación esté basada en la plataforma de FI-WARE.

Para ampliar la documentación sobre los mismos, se puede acudir a http://www.campus-labs.com, donde toda la información está disponible.

Como el plazo de inscripción finaliza el próximo 31 de marzo, nos gustaría pedirles que nos ayuden a difundirlo entre las comunidades y personas a las que pudiera resultar interesante. Puesto que pensamos que es una gran oportunidad para conseguir un importante premio económico.

Podrían enviarles un correo o simplemente publicar el siguiente tweet en sus cuentas: *¿Eres desarrollador? ¿Tienes una app? ¡Más de 340.000€ en premios con @fiware! #FIWARE800k http://goo.gl/1M1o9a*

Cualquier duda que tengan, por favor, ponerse en contacto con nuestras compañeras de corporativo (Isabel y Eva), que estarán encantadas de ayudaros.

Saludos

Figure 18. Mail sent on March the 19th (Spanish version)

Carol Rodrigues
to Paulo, Anahuac, David, bruno.souza, Tassia, me, eva
3:11 PM (3 hours ago)

Portuguese › English Translate message Turn off for: Portuguese

Olá queridos curadores,

Tudo bem? Depois do sucesso do FiWare na CPBR7 teremos outra ação deles om novos desafios e com prêmios altíssimos para os vencedores.

Peço a ajuda de vocês para que possamos divulgar entre as comunidades de Desenvolvimento e Software Livre.

No comunicado abaixo segue as informações necessárias e qualquer dúvida vocês podem entrar em contato com a Isabel e a Eva.

Agradeço a ajuda

Qualquer coisa é só chamar!!

um beijo enorme

Carol

Título: € 340.000 em prêmios para os melhores apps!

Caro assessor

Entramos em contato para pedir sua ajuda na divulgação de dois desafios de inovação que temos na Campus Party: Smart Society com € 200.000 em prêmios em dinheiro e FI-WARE Excellence, € 140.000.

Buscamos idéias para as áreas de saúde, educação e inclusão social para o desafio e protótipos inteligentes de Open Society para o FI-WARE Excellence, com a única exigência de que a sua implementação seja baseada na plataforma FI-WARE .

Você pode enviar um e-mail ou simplesmente postar o seguinte tweet em suas redes sociais: "Você é um desenvolvedor? Já possui uma app? Mais de €340.000 em prêmios com @fiware ! #FIWARE800k http://goo.gl/1M1o9a

Como o prazo para inscrição é 31 de março, pedimos-lhe que nos ajude a divulgar esses desafios entre as comunidades e a quem possa interessar. Acreditamos que esta é uma grande oportunidade e uma quantidade de dinheiro significativa.

Para mais informações, acesse www.campus-labs.com.

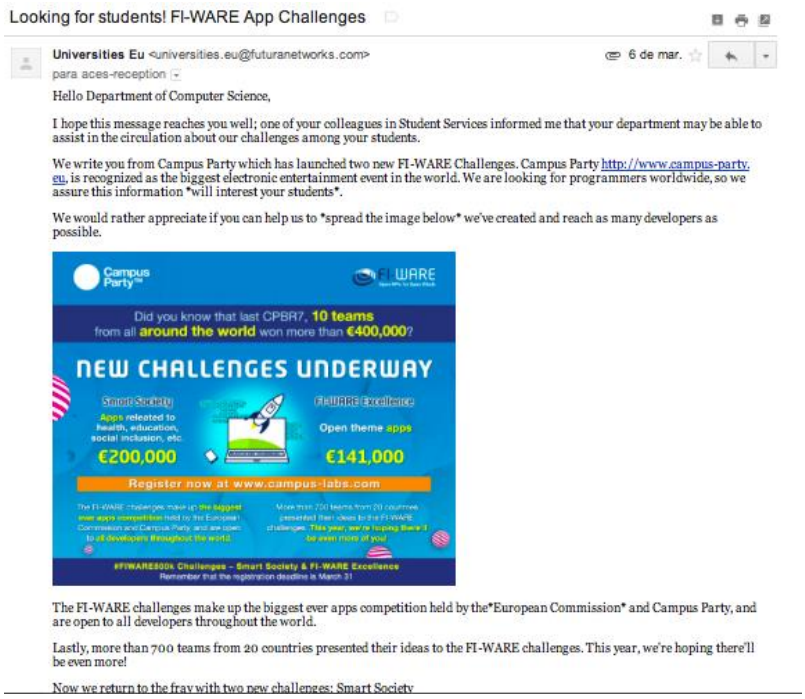
Em caso de dúvidas entre em contato com nossos parceiros corporativos (Isabel e Eva, em cópia), que terão o prazer de ajudá-lo.

Atenciosamente

Equipe Campus Party

Figure 19. A different mail as sent on the 20th of March (Portuguese version)

Futura Networks also searched among all the universities in their database, cherry-picking those potentially interested in disseminating the new FIWARE challenges. At European level, almost 400 (excluding Spain) were contacted.



Looking for students! FI-WARE App Challenges

Universities Eu <universities.eu@futuranetworks.com> 6 de mar.
para aces-reception

Hello Department of Computer Science,

I hope this message reaches you well; one of your colleagues in Student Services informed me that your department may be able to assist in the circulation about our challenges among your students.

We write you from Campus Party which has launched two new FI-WARE Challenges. Campus Party http://www.campus-party.eu, is recognized as the biggest electronic entertainment event in the world. We are looking for programmers worldwide, so we assure this information *will interest your students*.

We would rather appreciate if you can help us to *spread the image below* we've created and reach as many developers as possible.

The FI-WARE challenges make up the biggest ever apps competition held by the*European Commission* and Campus Party, and are open to all developers throughout the world.

Lastly, more than 700 teams from 20 countries presented their ideas to the FI-WARE challenges. This year, we're hoping there'll be even more!

Now we return to the fray with two new challenges: Smart Society

Figure 20. Contacting EU-based universities

Following is a list of the EU-based universities that have published information regarding the two new FI-WARE Challenges:

1. Center for Digital Technology and Management (CDTM) Germany; Sent a bulk email to students 12/03/2014
2. University of Edinburgh United Kingdom; Sent a bulk email to students 7/03/2014
3. Universität der Künste Berlin, Germany; Forwarded email to IT department to inform students of all years 11/03/2014
4. University of Kent, United Kingdom; Retweeted challenges on their Twitter account @kent 18/03/2014
5. Università degli Studi di Siena, Italy; Sent a bulk email to students 17/03/2014
6. University of Helsinki, Finland; Forwarded email to all department to inform all of their students 18/03/2014
7. Reykjavik University, Iceland; Sent a bulk email to students 18/03/2014
8. Siauliai University, Lithuania; Sent a bulk email to students 18/03/2014
9. Universiteit Utrecht, Netherlands; Forwarded information to the Student Union to inform all of its members 18/03/2014
10. University of Groningen, Netherlands; Forwarded information to IT & Computer Science department to inform students 18/03/2014
11. Berghs School of Communication, Sweden; Sent a bulk email to students 18/03/2014
12. Cranfield University, United Kingdom; Sent a bulk email to students 12/03/2014
13. Goldsmiths University of London, United Kingdom; Sent a bulk email to students 19/03/2014https://www.facebook.com/GoldsmithsUoL
14. Staffordshire University, United Kingdom; Emailed information on the challenges to the person who disseminates information to students 19/03/2014
15. University of Essex, United Kingdom; Bulk email sent to students 20/03/14. Published challenges on Facebook account: https://www.facebook.com/uni.essex.csee 25/03/2014 and Twitter. See https://www.facebook.com/uniofessex

Figure 21. The University of Essex CSEE account, displaying information on the challenges

16. London Metropolitan University, United Kingdom; Published challenges on their Facebook account 19/03/2014. See https://www.facebook.com/groups/socatlondonmet/ and https://www.facebook.com/londonmetuni

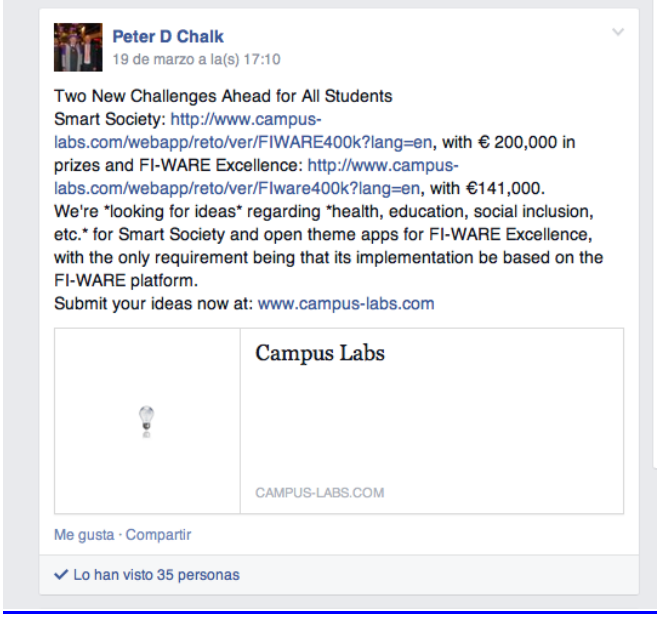


Figure 22. Publishing the information. London Metropolitan University officials.

17. IT University of Copenhagen, Denmark; Bulk email sent to the students of subject Software Development on the 20/03/2014.
18. Anglia Ruskin University, United Kingdom; Bulk email sent to students and published on their Facebook account and public website www.anglia.ac.uk/employability Date 14/03/2014 (image below)

Figure 23. Post share at the Anglia Ruskin University Facebook page

19. Keele University, United Kingdom; Bulk email sent to undergraduate students on the 21/03/2013
20. Leeds Metropolitan University, United Kingdom; Bulk email sent to all their Computer Science students on the 18/03/2013

21. John Moores University in Liverpool, United Kingdom; Re-sent information to the Student Employment Hub to post flyers on the 21/03/2014
22. Loughborough University, United Kingdom; Published on their internal network for all students who would like to participate. Date of publication 10/03/2014
23. University of East London, United Kingdom; Sent Bulk email to students in the School of Architecture, Computing & Engineering. Date of email 24/03/2014
24. University of Greenwich, United Kingdom; Sent information to the Student Union, with date 07/03/2014
25. Georg-August Universität Göttingen, Germany; Re-sent email to Student Affairs in order to contact Students. Date of email 24/03/2014
26. Liverpool Hope University, United Kingdom; Bulk email sent to the Computer Science students in the 3rd week of March, 2014.
27. University of Birmingham, United Kingdom; Sent an internal email and event invitation to all students in the department, with date 24/03/2014
28. Robert Gordon University, United Kingdom; Posted the challenges on the student notice boards on the 25/03/2014
29. Univerza na Primorskem, Slovenia; Sent bulk email to International students and students in the Faculty of Mathematics, Natural Sciences and Information Technologies on the 26/03/2014
30. Teesside University, United Kingdom; Sent Bulk email to students in the Department of Computer Science, Computer Engineering and Information Technology on the 25/03/2014
31. University Politechnica of Bucharest, Romania; Sent Bulk email to students in Department of Computer Science on the 31/03/2014
32. University of Rome, Italy; Sent Bulk email to students in their International Office and sent information to Department of Computer Science. Date 10/03/2014

In the case of Spain, 70 more were contacted, and FNE sent them information about the two challenges that were being launched at that moment. FNE struggled to convince them to sign an agreement so they could officially help us spread the word. This was a hard task since FIWARE could not offer them any short-term return for this dissemination work. Mid- and long-term rewards, in terms of FIWARE's own technology assets and potential reputation for the students/universities, were the tools FNE had for carrying out this duty.

Eventually, 14 universities agreed to sign and to officially inform their educational community. They sent emails to their databases, included banners in their websites and social networks and also promoted the challenges at classes. It was a great effort to encourage their students and teachers to participate in the FIWARE challenges.

1. Murcia University, Spain; Bulk email sent to all students
2. Alfonso X el Sabio University, Spain; Bulk email sent to all students and teachers
3. Europea University, Spain; Bulk email sent to all students
4. Cantabria University, Spain; Bulk email sent to all students and teachers
5. Zaragoza University, Spain; Bulk email sent to all students and teachers and published on student's internal website
6. Granada University, Spain; Bulk email sent to all students and teachers
7. Pompeu Fabra University, Spain; Bulk email sent to all students and teachers and teacher talked about this at class
8. Les Illes Balears Escuela Politécnica Superior University, Spain; Bulk email sent to their Computer Science students and published information on their Facebook and Twitter accounts.

Figure 24. Tweets and retweets of the EPS faculty, University of Les Illes Balears

Figure 25. Facebook profile of the EPS faculty, displaying information about the FIWARE Challenges

9. Seville University, Spain; Bulk email sent to all students and teachers and published on the university's own website

Figure 26. The ETS faculty at Seville University, displaying information about the FIWARE Challenges

10. Castilla La Mancha University, Spain; Bulk email sent to all students
11. Miguel Hernández de Elche University, Spain; Bulk email sent to their Computer Science students and published on the Computer Science students website
12. Córdoba University, Spain; Bulk email sent to all students and teachers and published on the website of the university
13. Polytechnic de Valencia University, Spain; Bulk email sent to all students and teachers
14. Valencia University, Spain; Bulk email sent to Computer Science students

In Latin America, FNE managed a bulk dissemination campaign using all the universities that belong to the circle of Campus Party partners, covering approximately 80 institutions.

Special efforts were carried out in Mexico, where a huge community of students and developers resides. FNE reached 19 university communities. They all collaborated with the dissemination, especially UNAM, ITESO, UAM, Benemerita, UNIVA and Politécnica de Baja California. The campaign included three reminders and specific information on the prizes, dynamics and extension of the challenges.

Other communities were reached. For instance, 132 in Mexico (of which only 5 advertised the challenges during their events and/or in their pages), 74 in Colombia, with similar results, and 68 in Spain.

5.3 Entrepreneurship and HackForGood

During the life of both challenges we have contacted with international developers, start-ups, incubators, hackathons, entrepreneurs and organizers of major events for developers.

After contacting 320 teams of developers of social apps[6] worldwide, we received 27 answers, out of these 27 app developers that got in touch, 15 of them expressed interest in participating in the challenges and 7 finally registered for one or the other – or both.

Since the challenges aim at the app developers sphere we decided to contact development companies with portfolios that already feature applications in the themes of challenges 3 and 4. FNE contacted 195 development companies and received different positive feedback from more than 15 companies, however, only 3 of these companies registered for the challenges.

With start-ups, incubators, hackathons and entrepreneurs, our principal goal was to influence these entities to broadcast the information on the challenges and the FIWARE brand to others, and encourage them to participate in the challenges.

FNE contacted 85 of these elements from countries like Germany, Holland, United States, Mexico and Brazil, to name a few. Only 4 of them responded actively, like in the case of http://www.mobiletrends.pl/campus-party-i-campus-labs-festiwal-i-konkurs-dla-deweloperow-i-nie-tylko/

Figure 27. Mobiletrends in Poland echoed the information on the challenges

In addition to this, FNE contacted more than 33 major events in Europe, Asia, North and Latin America, ranging from events like NullCon, Mobile Trends Conference, Enterprise Apps World, App Developers Alliance, Droidcon, and the 7th Mobile Commerce Summit ASIA 2014.

With these events and their corresponding coordinators FNE discussed a number of options for further collaboration and dissemination of both challenges. This is how FIWARE's partnership with HackForGood came about. HackForGood posted on their social networks with a daily average of 1 million viewers. They sent daily reminders of both FIWARE challenges from multiple social media channels that in turn got retweeted by other users.

[6] Starting with the term "Social Ap" as published under the following: Overlapps Top 25 Best Rated Apps, Digital Health World Cup, Google Cloud Developer Challenge, The App Date, M-Inclusion, and others.

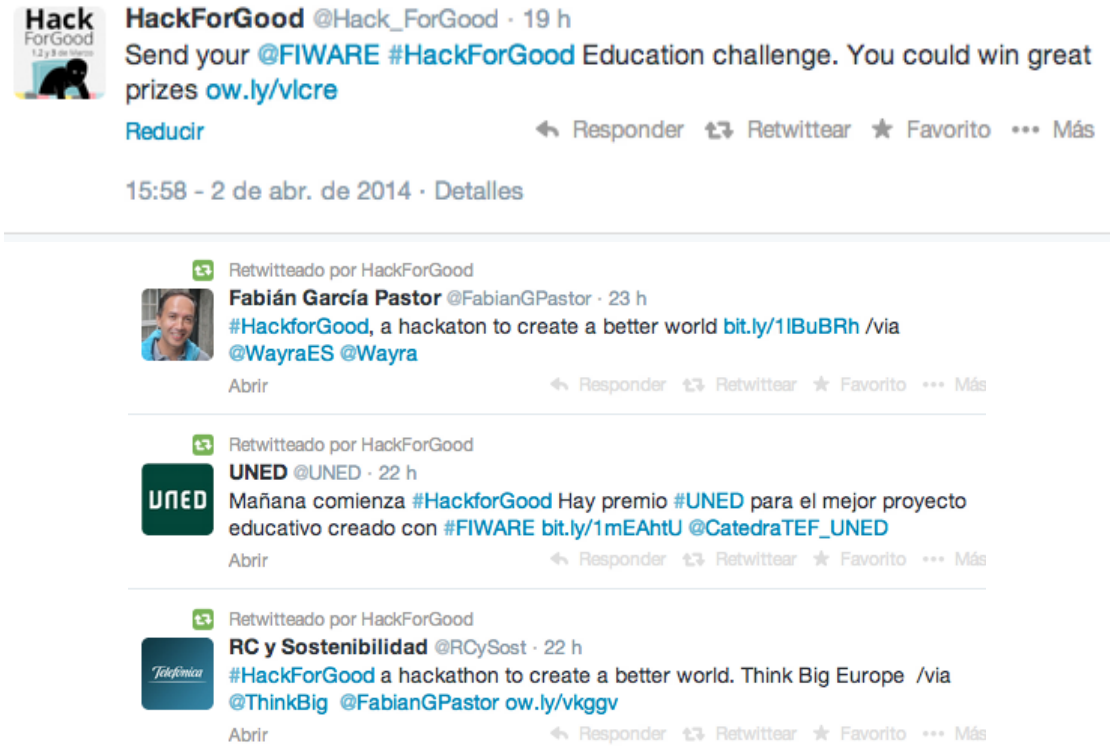


Figure 28. HackForGood collaborating with the FIWARE Challenges

There were also posts in Thinkbig.eu, wayra.org, Europapress.es and the creation of a specific page of the FIWARE-HackForGood competition, along with presentations of the FIWARE challenges in all the venues of the HackForGood hackathons.

Figure 29. The FIWARE page at HackForGood's own webpage (http://hackforgood.net/fi-ware-en/)

5.4 Other actions

Other actions included:

- Ad serving campaign and WWWhatsnew campaign
- Other smaller web-based promotional actions
- Further actions with the EC
- PR (see Annex I)

There were three different messages overtime in the ad servers campaign. One corresponded to the time of launching the challenges, then another one a month later and then another – as a final reminder – for the last week. In addition, a few ads with the names of the (two first challenges) winning projects were also served. Ad serving means "figuring out which advertisement goes in which ad slot on a publisher's webpage through technological means". That act of serving of an ad is called an impression. Ad serving enables us to focus on potentially interested readers and is, most of the times, much more accurate and efficient than bulk advertising or other forms of traditional marketing. For this Ad serving campaign, the impressions were 823,637 and the clicks amounted to 1,902.

We also ran a WWWhatsnew http://wwwhatsnew.com/ paid campaign that included the following banner on their page:

Figure 30. Banner on the WWWhatsnew page

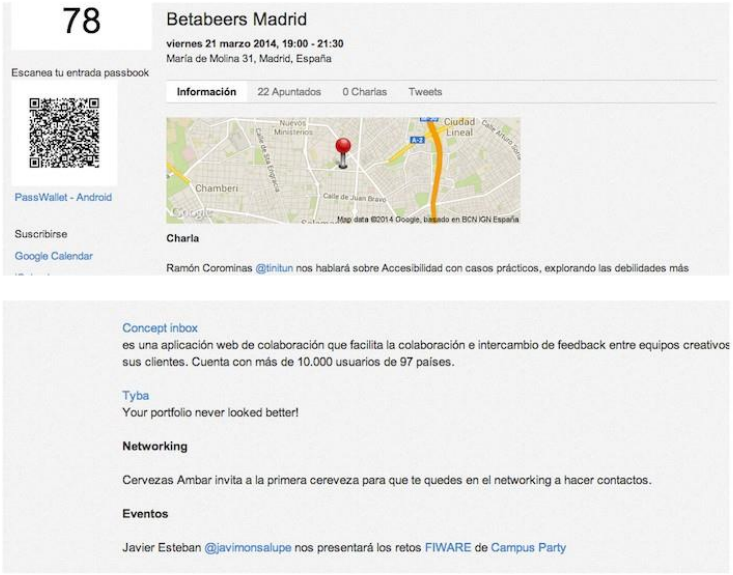
Actions in their social networks accounts:

Figure 31. The Wwwhatsnew Twitter account and the FIWARE challenges

The FIWARE challenges were also present through a number of other web-based smaller actions, such as:

March the 4th	 http://javicampusero.tumblr.com/post/78535207606/340k-euros-para-desarrolladores-participa-y-ven-a
March the 10th	 http://loogic.com/dos-nuevos-retos-fi-ware-con-mas-de-340-000-euros-en-premios/

March 10th	 Seguir a @betabeers Compartir Twitter Facebook Linkedin Google+ Suscribirse RSS Blog > Noticias FI-WARE lanza dos nuevos retos de apps. Más de 340.000€ en premios Alex Andreu Sanchez | 10/03/2014 **El mayor concurso en la historia de la Comisión Europea y Campus Party** La primera convocatoria **repartió más de 400.000€** entre los finalistas y ganadores de los dos primeros retos de desarrollo: ***Smart Cities*** y ***Smart Business & Industry***. La final tuvo lugar el 1 de febrero en Campus Party Brasil. Ahora, FI-WARE lanza dos nuevos retos: Smart Society y FI-WARE Excellence. El objetivo del **reto Smart Society**, con 200.000€ en premios, es promover iniciativas innovadoras que conlleven beneficios para la sociedad desde diversos ámbitos (educación, salud, inclusión social, etc). En el caso del **reto FI-WARE Excellence**, que repartirá 141.000€, se premiará la excelencia de aquellas apps que hagan uso de la tecnología FI-WARE. Se trata de un desafío para desarrollar aplicaciones, de temática libre, con el único requisito de que su implementación esté basada en la plataforma FI-WARE. **Sobre FI-WARE** La Comisión Europea y las principales empresas TIC europeas emprendieron en 2011 un ambicioso programa de Colaboración Público-Privada con el objetivo de definir una plataformaque represente una opciónrealmente abierta para el desarrollo y despliegue global de aplicaciones en la Internet del Futuro. Las especificaciones de las APIs (Application Programming Interfaces) ofrecidas por los componentes de esta plataforma, denominada FI-WARE, son abiertas y completamente libres de royalties. Por otro lado, dichas especificaciones están respaldadas por implementaciones de referencia en código abierto de los componentes de la plataforma. Campus http://betabeers.com/blog/fi-ware-lanza-dos-nuevos-retos-apps-mas-340000eur-premios-90/
March the 13th	 THE APP DATE HUB MADRID 3MAR/28ABR/23MAY AGENDA EVENTO PROYECTOS PRENSA 13 marzo, 2014 | 0 Comentarios Smart Society y FI-WARE Excellence, los nuevos retos de FI-WARE 340.000 € en premios para apps INNOVA CREA FI-WARE Campus Party™ ¡Participa hasta el 31 de marzo! Retos: "Smart Society" • "FI-WARE Excellence" #Fiware800k Después de repartir 290.000 euros en la pasada Campus Party Brasil 2014 con los retos Smart Cities y Smart ATRAPPO Tu buscador de APPs SAN JOSEMARÍA 13,99 € iOS ITHEME - TEMAS PARA TU IPHONE, I... 1,79 € iOS BADOO - CONOCE GENTE NUEVA, CHAT... GRATIS iOS Siguiente → Ofrecido por ATRAPPO NEWSLETTER Introduce tu email para estar al tanto de nuestras últimas noticias. Dissemination through the App Date: http://madrid.theappdate.com/smart-society-y-fi-ware-excellence-los-nuevos-retos-de-fi-ware-y-campus-party/

March the 21st	 Presentation of the challenges at Betabeers, Madrid http://betabeers.com/event/betabeers-madrid-1613/?go=1#

Further actions in conjunction with the EC included the coordination, with the EC offices in Brussels (Ryan Heath), for the dissemination of the challenges, which produced a number of news items in their websites and social accounts, including:

1) https://twitter.com/EC_FI_PPP/status/444068563792715776
2) https://ec.europa.eu/digital-agenda/en/news/new-2014-fi-ware-challenges-smart-society-and-fi-ware-excellence

Figure 32. The Digital Agenda Twitter account echoing the Smart Society challenge

3) Mentions in Vice-President Neelie Kroes social accounts.

Figure 33. More news items at Vice-President Neelie Kroes' account

4) https://ec.europa.eu/digital-agenda/en/news/new-2014-fi-ware-challenges-smart-society-and-fi-ware-excellence

In the same vein, FNE carried out, together with the EC offices in Brasilia (Concha Fernández de la Puente and Humberto Netto), coordination activities for the dissemination of the challenges. Concha, Humberto and their team sent information to their official mailing list and broadcasted the promotional materials trough the website and social networks.

Furthermore, they distributed information about the challenges through www.comexdobrasil.com, which was launched in January 2013 and has now become an important source of information for Embassies, Authorities of the Federal Government of Brazil (Ministries, Foundations, Municipalities), Agencies for Cooperation and Development, the National Congress, Export and Import Companies and others. See http://comexdobrasil.com/comissao-europeia-premia-200-mil-euros-apps-mais-beneficios-tragam-para-sociedade/

Figure 34. The COMEX website and the information displayed about the FIWARE challenges 3 & 4

Finally, The PR section has been moved to Annex I for the sake of simplicity. It is divided into three sections: Latin America, Spain and Other International.

5.5 Impact

This subchapter presents, in a nutshell, the main figures achieved by the Challenges' campaign.

- Campus Labs (www.cplabs.com) received 26,654 visits during the promotion of the challenges.
- 30,235 clicks were done on the banners of the FIWARE Challenges (ad servers campaign).
- Countries from which the highest numbers of clicks were done: Mexico 42%, Ecuador 11% Brasil 10%, Colombia 9%, Spain 9%, USA 4.5%
- Futura Networks' Twitter accounts reached 275,456 followers during the life of the FIWARE Challenges
- Futura Networks' and Campus Party's accounts in Facebook generated 263,567 impressions of specific publications about FIWARE. Until the very deadline of phase 1, the total potential public of our Facebook campaign were 5.815,236 people reached and 29,184 clicks. More than 350,000 people were reached via email through Futura Networks' own database.

6 Selection and winners of FIWARE's Challenge 3: Smart Society[7]

Just as the reader has been introduced to in subchapter 3.2.1, calendar-wise, the process was divided in two stages. Let us now deepen into the details:

- The first phase consisted of a global "call for ideas", during which the jury looked for projects linked with education, health, social inclusion and similar themes, with the core requirement of having their implementation based on the FIWARE platform and its components. This phase was opened on the 24th of January 2014 and closed on the 24th of April 2014. Exactly 300 people signed up for the Smart Society challenge and 97 projects were finally submitted. 3 of these 97 were considered not valid due to reasons of wrong format, language or extension.
- Without taking into consideration the Hack4Good projects, out of the 94 valid projects submitted, 20 ideas had to be selected as finalists. The members of the jury for this phase had roughly ten days for deciding on the best ideas before the 9th of May 2014. As for the Hack4Good challenges, their two best projects directly qualified for FIWARE's Smart Society final phase. This had happened on the 7th of April 2014, since the Hack4Good competition had ended earlier in March 2014.
- Upon completion of the first phase (9th of May), the jury had selected a total of 22 teams. This in fact was a rather complex operation, which we summarize as follows:
    - This part of the process was performed by firstly distributing the many projects, proportionately, to the jury members, and avoiding country coincidences when possible. The jury members evaluated them following the following criteria:
        - **Impact:** the potential of the proposed idea to make impact on the market.
        - **Relevance:** how relevant it is the use of FIWARE technologies in the proposed application.
        - **Implementation:** to what extend the team proposing the idea includes people with the necessary skills and know-how to implement the idea
    - Then, the different evaluation forms were reviewed to check whether any mistake existed, especially in how the forms were filled in. There were three forms in which some sort of anomaly was found:
        - The form provided by Claudio Massari: Mr. Massari assigned points from 1 to 10 to all sub-criteria, but the rules stated that they could only be assigned a score of 0-5 for the first sub-criteria and 0-1 for the rest of sub-criteria under the same criteria. This was fixed by means of assigning a proportional score (e.g. if he had assigned a score of 7 to a sub-criteria of a 5-point maximum, the final score was calculated as 5*(7/10); if he had assigned a score of 6 to a sub-criteria of maximum 1 point, the final score was calculated as score 1*(6/10)). An additional sheet was created in the Excel project, with the form obtained as a result of this adjustment; and this was the one used for the evaluation.
        - The form provided by Michiel Leenars: The final score assigned to each of the criteria was not calculated as a sum of the corresponding sub-criteria, at least not in all cases. This was fixed by means of an additional sheet where the values of each of the criteria were properly calculated as a result of adding the corresponding sub-criteria.
        - The form provided by Christof Marti: It was found out, and verified with that

[7] An analogous – but different – chapter exists in D12.6 about the FIWARE Excellence Challenge

member of the jury, that only the final values assigned in each of the criteria rows were the ones that should be considered. Scores of sub-criteria were not meaningful. This member's sheet was not fixed because, at the end of the day, it was the values assigned to each of the criteria what counted, and the president of the jury was told those were correct.

- After this sanity check, a first filter was established selecting those proposals that scored 6.5 or more points.

  - It was found out at this point that none of the proposals evaluated neither by Michiel Leenaars nor Claudio Massari would pass this threshold of 6.5 points. As a result, a second evaluation of those proposals with a score of 5.0 or more points was carried by Carlos Ralli from the FIWARE team. An average between the scoring assigned by the original member of the jury (either Mr. Leenaars or Mr. Massari) and the one assigned by Carlos Ralli was calculated.
  - Only one of the proposals obtained 6.5 points or more after carrying out this peer review process. This was the proposal titled "My people care", which therefore was added to the list of proposals for the next round.
  - It was also found that the proposal "Where2Study" was in the list of proposals scored with 6.5 points or more while this proposal had already been selected thanks to their participation in the Hack4Good contest. Therefore, the proposal was dropped out from the list of proposals for the next round – it was already selected via Hack4Good.
  - It was also found that a proposal was repeated from a previous challenge ("Cares", from Margarita Vaca's team), but there is nothing in the legal basis that can stop one project to be presented and admitted to more than one category. In fact, yes they did pass to the Smart Cities finals, but they did not win anything; they decided to re-send the idea to the Smart Society challenge and the jury members considered and evaluated this proposal suitable for such challenge – with a very fine mark in fact. A similar case happens with the Smart Box team (see D12.5.1), but in this case they reworked parts of their original project, and then re-sent it to a new category of challenge, to better fit in the Smart Society theme. This much enriched their initial application. The FIWARE consortium sees no problem in applications being enriched and applicants wishing to improve ideas and/or work on new ones depending on the nature of the various challenges during the life of the project. This is contemplated in the legal basis and was expected to happen; the important thing which the consortium wishes to prove is that a potential enormous variety of ideas, projects and applications exists, and that this is due to the inherent characteristics of the FIWARE technology: openness, modularity and power.

- As a result of the above, the list of proposals which passed the first round of the evaluation included 32 proposals, of which 20 had to be selected. A new sheet for the top scored projects was created. Then a second round of evaluation took place. This consisted in the following steps:

  - All proposals scored with more than 7.5 points by the original member of the jury were directly selected. There were 12 proposals that met this criterion.
  - For the rest of proposals, a second evaluation was carried out by Juan José Hierro, as chief architect of FIWARE. An average between the scoring assigned

by the original member of the jury (in the case of "My people care", the average of the scores assigned by Michiel Leenaars and Carlos Ralli) and the one assigned by Juan José Hierro was calculated.

- By establishing a threshold of 7.3 points or more in the average, the remaining 8 proposals were selected and the final list of 20 proposals to be invited to the finals of the Smart Society Challenge was obtained. Interestingly enough, the proposals selected because of their participation in the Hack4Good hackathon were assigned a score of 7.3 or more in any case. This added to the consistency of the inclusion of Hack4Good into the FIWARE Smart Society challenge.

- Finally, at this stage, the 22 finalists had been decided. As indicated in Chapter 3.2.1, due to the postponement of the Campus Party Europe from 2014 until 2015, a new and adequate place had to be found. Eventually, the European event chosen was the three-city multipurpose meeting called[8] "*FIWARE PPP – Conectando las ciudades a la internet del futuro*", hosted in Spain and promoted by the councils of Las Palmas, Seville and Valencia, MINETUR[9] and Red.es. This event took place on the 15-17th of October 2014 and included three main legs: an institutional event, a bootcamp for startups, and finally the final phase of the FIWARE Smart Society challenges. Though the official dates for the multipurpose event are 15-17th of October, the organization together with FNE and the members of the jury enabled spaces and facilitated coaching to the challengers from as early as the 13th of October. This event marked the beginning and end of the second and final phase of the challenge, where a jury composed of FIWARE platform developers and other experts advised candidates on how to improve their prototypes before ultimately presenting their final versions and awarding the winners on the 17th of October.
- All the Smart Society finalists were informed about the event in the beginning of September 2014 (as soon as it was confirmed). The candidates, chosen by the jury during the aforementioned first deliberation phase, were eligible to be awarded a preliminary prize, provided they attended the final. 18 of the 22 teams physically attended the final phase. 2 from the Hack4Good challenge, 16 more selected by FIWARE.
- The final, held during the multipurpose event in Seville (Spain), is where the winners were selected. Summing up:
  - The event lasted from the 13th until the 17th of October 2014.
  - After presenting their pre-final projects to the juries on the 13th, the teams received coaching from the FIWARE developers during that day – which ended at about 23h PM local time – and during the remaining of the event (on-the-spot guidance in order of request).
  - The presentation of the final projects was performed all day long on the 17st.
- The winners were finally chosen and the awards ceremony took place on the very same 17th of October.

In the following lines, the reader will be acknowledged with the criteria for selecting the best applications, which teams became finalists, and which teams would eventually win. Part of this information has already been made available to the EC in the interim document "FIWARE Challenges: Jury and Ideas Selected to participate in the Final Phase of the Smart Society challenge".

[8] FIWARE PPP – Connecting the cities to the FI

[9] Spanish Ministry of Industry, Energy and Tourism

6.1 Criteria

The overall criterion for grading all projects was common to both challenges. Three different categories of sub-criteria were used:

- Technical Relevance. Does the application uses FIWARE technologies and GEi products deployed on FIWARE Lab? Which and how? Which of the application's components are deployed on the FIWARE cloud? What is remarkable in your application from a technical perspective? Can your application be tested with real data?
- Quality and efficiency of the implementation. Has the team all the expertise needed to develop the application? Is the development schedule credible? Quality of the exhibition concept
- Potential Impact. What is the market size of your application? Is there a clear business model in your application? What potential usage do you envision?

Then, for each sub-category, a grading scheme was designed. In the case of "Technical Relevance", marks were given based on the following:

- 5 points: No indication about what FIWARE GEis are used, but the description of the architecture provides insights that FIWARE GEis may play a significant role.
- 6: FIWARE GEis to be used are listed. Description of the architecture and/or what is the role played by the FIWARE GEis is poor. The proposal doesn't consider usage of FIWARE GEis that certainly could play a role in the proposed application architecture.
- 7: FIWARE GEis to be used are listed. Description of the architecture and/or what is the role played by the FIWARE GEis is reasonable. The proposal doesn't consider usage of FIWARE GEis that certainly could play a role in the proposed application architecture.
- 8: FIWARE GEis to be used are listed. Description of the architecture and/or what is the role played by the FIWARE GEis is good and detailed. The proposal doesn't consider usage of FIWARE GEis that certainly could play a role in the proposed application architecture.
- 9: FIWARE GEis to be used are listed. Description of the architecture and/or what is the role played by the FIWARE GEis is good and detailed. The proposal considers usage of all those FIWARE GEis that could play a role in the proposed application architecture.
- 10: Technically-wise, the proposal is excellent and exceeds the aforementioned points.

In the case of "Quality and efficiency of the implementation", marks were given based on the following:

- 5 points: List of members of the team is provided. No much detailed CVs are provided but there are some insights that the team includes all the profiles to successfully compete for the challenge. Not many details about how development will be carried out are provided. The exposition of the idea is reasonable although can clearly be improved.
- 6: List of members of the team is provided. The CVs of the team comprise enough details as to infer that the team owns the profiles required to successfully compete for the challenge. Not many details about how development will be carried out are provided. The exposition of the idea is reasonable although can clearly be improved.
- 7: List of members of the team is provided. The CVs of the team comprise enough details as to infer that the team owns the profiles required to successfully compete for the challenge. Some details about how development will be carried out are provided. The exposition of the idea is good enough.
- 8: List of members of the team is provided. The CVs of the team are good. Some details about how development will be carried out are provided. The exposition of the idea is good enough.

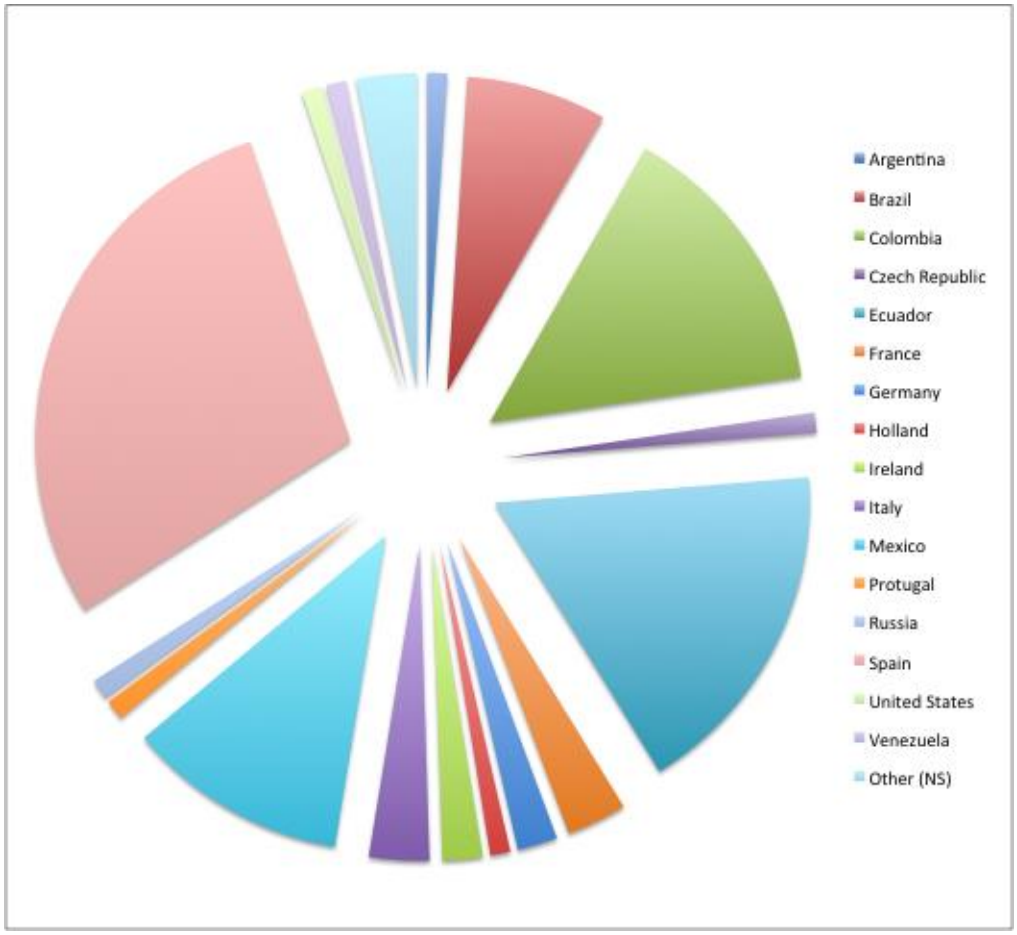
- 9: List of members of the team is provided. The CVs of the team are good. Enough details about how development will be carried out are provided. The exposition of the idea is pretty good.
- 10: Implementation-wise, the proposal is excellent and exceeds the aforementioned points.

In the case of “Potential Impact”, marks were given based on the following:

- 5 points: The idea is well known. It may have potential if adopted by users although it is not clear why this could be the "winning one"
- 6: The idea has potential and it is original enough but the business case will be difficult.
- 7: The idea has potential and it is original enough but there are some doubts about the business case.
- 8: The idea has potential and it is rather original but there are some doubts about the business case.
- 9: The idea has potential and it is rather original and the business case is clearly exposed.
- 10: Business-wise, the proposal is excellent and exceeds the aforementioned points.

6.2 Smart Society Challenge: finalists

The distribution of the 94 valid projects per country is shown in the following chart:



Argentina	1
Brazil	7
Colombia	14
Czech Republic	1

Ecuador	17
France	3
Germany	2
Holland	1
Ireland	2
Italy	3
Mexico	11
Portugal	1
Russia	1
Spain	28
United States	1
Venezuela	1
Other (NS)	3

Figure 35. Country distribution of the 94 valid ideas presented to the Smart Society challenge

Finally, the 22 teams selected for the final phase came from Spain (14), Mexico (2), Colombia, Ecuador, Italy, Germany, Ireland, and Czech Republic. Note that, the last two teams numbered 21 and 22 are finalists from the HackForGood hackathon.

Number	Score	PROJECT	Project Leader	Gender	Country
1	9,7	Same: Magicbox	Javier Herrero	M	Spain
2	9,3	Proyecto Sitic	Raul Herrero	M	Spain
3	9	My Eco	Ricardo Lombardo Ruiz	M	Spain
4	8,7	EsAccesible app	Juan José Bilbao Junquera	M	Spain
5	8,3	Figlass	Antonio Sánchez	M	Spain
6	8,3	HEALTHIOX: ITIOX	Javier Alvar González Rubio	M	Spain
7	8	EruditFriend	Tatiana Orlova	F	Germany
8	8	Cares	Margarita Vaca Martín	F	Mexico
9	7,8	OurSkin	Ángel Carlos Román García	M	Spain
10	7,7	BEING IN TOUCH: BiT	Héctor Linares	M	Spain
11	7,7	PajamaKids	Ales Holubec	M	Czech Republic
12	7,6	Societal	Roberto Ibarra	M	Brazil
13	7,5	ProHealth	Alberto Calleja	M	Spain
14	7,5	WakeUp	Alejandro Perezpayá	M	Spain
15	7,3	Sixcampus	Alex Sancho	M	Spain
16	7,3	My people care	Chris Meudec	M	Ireland
17	7,3	A_Outbarriers	José Manuel Robles	M	Spain
18	7,3	HackAcademy	Massimiliano Picone	M	Italy
19	7,3	HappyCities	Ricardo Moreno	M	Colombia
20	7,2	RL-Education	Sebastián Villa	M	Colombia
		HACK FOR GOOD			
22	9	Kodefu	Miquel Camps	M	Spain
21	7,3	Where2Study	Brais Viladedra Fernández	M	Spain

Table 2. Gender distribution of the leaders for the 22 finalist projects

Following is a more detailed description of the projects. The “Project Leader” field displays only the name of the team’s representative, for the sake of simplicity.

1. **Same: Magicbox**

Project Leader: Javier Herrero

Country of origin: Spain

Brief description of the project:

The project will allow citizens to receive alerts and emergency messages on their HbbTV enabled Smart TVs at home. The messages are generated through cloud-based FIWARE sensors, scattered through the city, and supervised by security forces, emergency institutions and other public authorities (police, firemen, health authorities, city council…) or directly generated by authorities. Those messages will be broadcasted OTA (Over The Air), through the same signal as the regular broadcast TV channels (including satellite transmission from TV "head-end" using the standard DVB-S and DVB-S2), sharing most of the broadcast infrastructure.

2. **SITIC Project**

Project Leader: Raúl Herrero

Country of origin: Spain

Brief description of the project:

The SITIC Project created in 2014 in order to build a platform for training people with Down syndrome and / or intellectual's disability, as well as research centers or training institutions. We plan to create an inclusive tool for this collective in the use of ICT.

3. **MyECO**

Project Leader: Ricardo Lombardo Ruiz

Country of origin: Spain

Brief description of the project:

MyEco is a product developed for hydroponics crops, in any environment, that is easy to use yet innovative and powerful. The main feature is its self-sufficiency, requiring no prior knowledge from the user. It is also modular and scalable, so you can start small and grow endlessly. There is a constant real-time interaction between user and products via the smartphone. The app gives us feedback of the crop, allowing us to enter the community where we can share both information and food, maximizing the experience.

4. **EsAccesible app**

Project Leader: Juan José Bilbao Junquera

Country of origin: Spain

Brief description of the project:

EsAccesible app is an application for phones and tablets to let the user rate and share the accessibility of places (bars, restaurants, hotels, parking, etc.) for people with mobility difficulties.

5. **FiGlass**

Project Leader: Antonio Sánchez

Country of origin: Spain

Brief description of the project:

FiGlass is a new concept that makes use of the most modern technology in order to give the best environment integration for the hearing impaired. Up to now, every solution for this collective is based on visual alerts hardwired in their home, like a blinking light to notify the doorbell sound. All these products are impersonal, environment dependent and require of additional attention from the user. FiGlass project introduces a new personalized concept as an extension of your own senses. This is possible thanks to augmented reality technology.

Our product gives the user notifications and visual alerts that are perceived easily by people that are hearing-impaired. In short, they will be able to perceive the same stimulus as a person without hearing problems, like for instance a doorbell sound.

6. HEALTHIOX: ITIOX

Project Leader: Javier Alvar González Rubio

Country of origin: Spain

Brief description of the project:

Healthiox is a health platform designed to help citizens and especially healthcare providers in their health care decision-making. The aim is to bring the latest information and to improve the medical advice given to the citizens thus assisting providers to develop their skills and knowledge.

7. EruditFriend

Project Leader: Tatiana Orlova

Country of origin: Germany

Brief description of the project:

The main goal of this project is to give children and students the ability of getting encyclopedia knowledge in a short user-friendly way: using naturally speaking voice interaction. Human-to-computer communication requires Human-friendly interfaces. Spoken Natural Language is most human of them. Typically Voice User Interface (VUI) consists of Automatic Speech Recognition (ASR), Natural Language Understanding (NLU) and speech synthesis, or Text-To-Speech (TTS). This project is focusing on the NLU implementation and uses ASR and TTS as third-party components

8. Cares

Project Leader: Margarita Vaca Martín

Country of origin: Mexico

Brief description of the project:

With the CARES we now have the ability to collect, store and manage health care information by monitoring any smart device. One of the main advantages that our system offers is that it monitors users through indoors and outdoors sensors to give the users, the doctors and the people concerned feedback in real-time. This is especially helpful to doctors because this information will help them to measure the effectiveness of their patient's treatments (e-Health).

9. Ourskin

Project Leader: Ángel Carlos Román García

Country of origin: Spain

Brief description of the project:

Healthcare is slowly but indefectibly turning to a Personalized Medicine paradigm. In the next few years, we will have better prognosis and diagnosis tools that work for each individual. Potential examples include targeted treatments, or 3D printed implants for each patient. Information Technologies play an important role in this change of paradigm, because low-cost devices can act as individual sensors, and the data is transferred to healthcare practitioners and even analyzed in a real-time manner. That produces better, quicker and cheaper healthcare procedures.

10. BEING IN TOUCH: BiT

Project Leader: Héctor Linares

Country of origin: Spain

Brief description of the project:

The BiT application aims to provide a platform to enhance communication between parents and teachers. Teachers will send notifications about the students to parents: grades, comments on performance, assistance, discipline and special activities, amongst others. The application will also help parents and students to organize the students' agenda by displaying a calendar with all the activities to do (e.g. exams, homework, daytrips…).

11. PajamaKids

Project Leader: Ales Holubec

Country of origin: Czech Republic

Brief description of the project:

This project is aimed to connect ill and healthy children through online web teaching portal. To inspire them, educate and entertain them in a safe online environment through an online teaching class.

Pajama kids are kids who are ill and long-term bed bound. As pajamas are often what they wear all day long, it also becomes their crest. They did not choose their handicap or their illness. They are children who see the world from different and often limited perspectives; they see the world from bed.

12. Societal

Project Leader: Roberto Ibarra

Country of origin: Ecuador

Brief description of the project:

This is a social crowd-funding or crowdsourcing service that gives tangible benefits to society and promotes innovation where anyone with a cell phone can give funds to support a cause.

We will create a donation component for the FIWARE LAB marketplace for anyone to receive donations from 80+ countries worldwide billed directly to the donor's cell phone without the need of a credit card

13. ProHealth

Project Leader: Alberto Calleja

Country of origin: Spain

Brief description of the project:

ProHealth is a company with the goal to centralize the clinical data by integrating our cloud-based system with the hospitals' and clinics' systems. Nowadays there is a problem in the healthcare system. If someone travels to a different center, his/her clinical data is not going to be there, the healthcare system works the same way it was hundreds of years ago, with terrible consequences for the system. There is a huge waste of time every time you visit a new doctor and sometimes people just forget to document relevant diagnostics.

14. WakeUp

Project Leader: Alejandro Perezpayá

Country of origin: Spain

Brief description of the project:

Wake up is a new revolutionary way to wake up in the morning with a new and improved alarm clock system. Most people use the same alarm sound for everyday, without considering things like the current weather conditions, how busy their calendar is or whether you will experience light or heavy traffic while driving to the office. WakeUp lets the user decide how they want to be woken up, and the second decision was to build a product separated from the smartphone. We provide modules for waking up with News, weather and music, and an open platform for creating new ones.

15. Sixcampus

Project Leader: Alex Sancho

Country of origin: Spain

Brief description of the project:

Sixcampus aims to be the platform of choice for students when it comes to learning and studying online. We empower students with a toolset that no other platform can offer: cloud based file sharing (class notes), Q&A between users on every item and Khan/MOOC-like video sharing in order to understand concepts. Our goal is to offer each and every different School for all Universities a study group that meets their career requirements and expectations, providing also the chance of joining other existing communities that might meet their interests (robotics, learning languages...).

16. My people care

Project Leader: Chris Meudec

Country of origin: Ireland

Brief description of the project:

My People Care is a platform for people being cared for (e.g. an elderly parent, a sick child, an incapacitated adult) in their own home: it allows them and their non-professional caretakers (e.g. a daughter, a son, a neighbor) and professional caretakers (e.g. visiting nurse, a doctor) to pass on information to each other in the most efficient way. It is best explained using a typical user story.

17. Outbarriers

Project Leader: José Manuel Robles

Country of origin: Spain

Brief description of the project:

A word-wide map of beacons can help the blind to live a better life. Beacons are revolutionary not by idea (they are a lot of similar technologies: Wi-Fi, GPS, NFC, standard Bluetooth), but easy to implement and low-priced. It is really easy and cheap to integrate and set-up a beacon.

This democratization of technology adds flexibility to the management of information. Registering a new beacon with the right message and location is very fast. You can think that this idea can be achieve with the Wi-Fi or GPS tech, but these technologies aren't accurate as beacon proximity technologies. And best, the low consumption is the key. We can sell a work fence with a beacon with a battery life of 5 or more years. If you add solar energy the lifetime could be even longer.

18. HackAcademy

Project Leader: Massimiliano Picone

Country of origin: Italy

Brief description of the project:

HackAcademy is an online educational platform for learning hardware, in an easy and fun way. The interactive and curated website enables you to become an Open Hardware master, starting from the Italian pride in the field, Arduino. One ultimate goal: hardware that works for you, not the other way around! We target the education space of open hardware and the Internet of things, as well as providing a co-working space for users and enterprises to collaboratively make and share projects online.

19. HappyCities

Project Leader: Ricardo Moreno

Country of origin: Mexico

Brief description of the project:

HappyCities is a new way to link social projects with people in order to help them express their involvement and therefore sense of belonging, improving their quality of life and happiness.

20. RL-Education

Project Leader: Sebastián Villa

Country of origin: Colombia

Brief description of the project:

A platform to improve the quality of university undergraduate programs based on the real life experiences of graduates / professionals and businesses through interaction with students and teachers.

A measure of a good university education is how graduates are serving to the real demand in the industry and society. Needs, proposals, suggestions, weaknesses and ideas for each undergraduate program registered can be sent by users to help improve quality of programs, or why not, create new undergraduate programs and the future programs that society and world needs.

The two teams that were selected on behave of the *"**HackForGood**"* are the following:

1. **Kodefu**

Project Leader: Miquel Camps

Country of origin: Spain

Participation on part of: Hack4Good

Brief description of the project:

Kodefu is an online platform, that teach users how to code. Kodefu allows users to do useful things with their lives like learning web languages such as HTML or CSS to create their own CV among another exercises. The platform will provide courses with different levels. The aim is that users with different levels can log into the platform and learn with their level.

Out of these 22 teams, 2 of them are led by women and 20 feature a male leader. This is in line with the fact that 87% of the valid projects were presented by a team that was led by a man (85 out of 97).

2. **Where2Study**

Project Leader: Brais Viladedra Fernández

Country of origin: Spain

Participation on part of: Hack4Good

Brief description of the project:

Where2Study is a FIWARE based online application that tries to simplify the task of picking a studying location by supplying relevant information about the most popular places. This information will be displayed in an intuitive way helped by the integration with Google Maps technology, showing the location of these studying places and displaying the information on demand.

The information is to be obtained via sensors located in libraries and other relevant places, and then treated and used through the cloud. Also, an extra feature in the sense of an anonymous chat attached to each of the locations is present, allowing students already on the spot or planning to go there to communicate as they see fit, including organizing sessions of group studying or finding partners who share their same subjects or topics.

6.2.1 Awarded projects

The Jury of the FIWARE Smart Society Challenge met at the CREA Building in Seville (Spain) on the 17th of October 2014, in order to award the prizes as agreed in full accordance with the rules revised and made public on the www.campus-labs.com web site on the 25th of September 2014. The jury agreed the following:

- FIRST: To give unanimously the “First Prize” prize, amounting to 75,000 EUR to: CARES (Mexico)
- SECOND: To give unanimously the “Second Prize” prize, amounting to 40,000 EUR to: MY PEOPLE CARE (Ireland)
- THIRD: To give unanimously the “Third Prize” prize, amounting to 20,000 EUR to: OUTBARRIERS (Spain)
- FOURTH: To give unanimously the “Young Developer” prize, amounting to 5,000 EUR to: SIXCAMPUS (Spain)
- FIFTH: To give unanimously the “Most Innovative App” prize, amounting to 5,000 EUR to: BiT: BEING IN TOUCH (Spain)

7 Conclusions[10]

So far, FIWARE has organized five different events where developers submitted proposals to be evaluated by a jury, more specifically:

1. **Campus Party Europe (Sep 2013).** Being the first experience, an on-site hackathon was run for four days and nights. Some 50 teams of developers were given an IoT pack to be installed and become part of the Hackathon infrastructure. Three technical workshops described the main Generic Enablers to use in detail. There were general and field-specific awards such as IoT, Cloud and others.
2. **FIWARE event in Santander (Oct 2013).** A 3-day on-site hackathon was run. The FIWARE team provided a local IoT infrastructure saving that time for developers. Developers were provided with Smartcities OpenData and sensors for the first time. A 6-hour technical workshop was given too.
3. **Campus Party Brazil (Jan 2014).** The first round of main FIWARE challenges, launched some months before, was closed after two face-to-face feedback meetings with the pre-selected 20 teams in each of the two tracks: Smart Cities and Smart Business. Two more tracks were launched at the end of the event.
4. **Campus Party Mexico (Jun 2014).** One-week event in which included panels, conferences, workshops and one hackathon that covered aspects related to IoT, Cloud and the Context Broker enablers.
5. **Multisite event in Seville and Las Palmas (Oct 2014).** The second round of FIWARE challenges was closed. This included tracks in the themes of Smart Society and the FIWARE Excellence challenge. There were individual pitches with on-demand technical guidance and 17 + 9 teams showed up with their prototypes.

Both the FIWARE Smart Society challenge and Excellence have had an enormous repercussion, especially in the LATAM and European countries. Again, all the FIWARE challenges have truly allowed FIWARE to become attractive and global. They mean a first class opportunity for unknown developers and startups to win important prizes and be recognised at several levels. It is really the human teams of developers and their willingness to incorporate FIWARE into their designs what makes the challenges so important for FIWARE: these teams are sustainable assets for the project, they are not only a proof of concept but a fully-bloomed proof that the FIWARE GEs and FIWARE Lab are real tools ready to be used in real products.

Challenges and events are complementary and necessary. We have already experienced this. More people will look into FIWARE if there are prizes to be given to the best applications, more applications are proposed if there is media coverage to be received, more interest is created if there are local competitors, and a more meaningful exposure is given to FIWARE if there are events and challenges that complement each other. Challenges and hackathons make better events and vice versa. We now have around 20 products that showcase the power of FIWARE. We have solutions in the fields of Education, Health, Care, IoT, Mobility, Food Management and Smart TV. Let us now use these assets as ambassadors in future FIWARE events; let the snowball roll.

There are no future steps with regards to the FIWARE challenges. All four of them have now finished with good results, but a number of conclusions and lessons learned arise, in line with the ones gathered after the two first challenges:

a) Africa, Asia, Northern Europe and North America have not been fully reached yet. A tighter collaboration, and probably one with larger available funds, is needed in order to reach other areas of the world in the future. There have been positive surprises (e.g. one of the Excellence teams came from Saudi Arabia) but we have encountered problems when trying to engage public institutions and the Academia world, given the fact that FIWARE –

[10] This chapter is shared with D12.6. It includes conclusions on both challenges: Smart Society and Excellence

at least so far – has no instant return for them in exchange of their promotional services. This limits the scope of our calls, and it is something to be improved in the future by leveraging on other, more atomized events like the Startup Weekends.

b) **FIWARE Ambassadors:** These teams of young developers can act as ambassadors in future events, and they can become the starring roles of stories that are press-friendly, especially when engaging a national broadcaster if one of the finalist teams is local/national. Let us make the most of these success stories and bring them into future events, webinars and workshops.

c) **Building plan for the developers community:** The sort of projects depends largely on the types of tracks that the consortium determines for each challenge or hackathon. Some of them are highly specific – this usually happens when dealing within the context of a hackathon – but some others can cover projects from education to agriculture. This, too, determines the kinds of developers that are then exposed to FIWARE.

   Though the profiling of these participants is no coincidence, FIWARE's subsequent efforts need to address the need for a specific community building plan that incorporates future hackathons/challenges. This way, we would be able to naturally progress from the one-person developer team to the entrepreneur and SME world, and stay in line with the other PPP open calls.

d) **FIWARE-based projects sustainability and impact need to keep in this direction.** Through the inclusion of business and human resources concepts as part of the evaluation of the challenges we are little by little ensuring that all projects are created from a sustainability and business perspective, and not solely from a technological one.

   When in a Campus Party, or in a specific technology event that features any sort of quick technical workshop, care must be taken that the hackathon's tracks are not too ambitious. In these occasions, more focus is put into engaging the developers from a technical side and being able to capture their attention to matters like the FIWARE Lab and certain GEs. But, aligning ourselves with the previous point, an overall strategy has been put in place for reaching beyond that and ensuring the continuity of larger projects based on the FIWARE technology. For this, incorporating business aspects in the legal base and evaluation forms is important. Once we have proven that the technology is capable of solving problems and provide solutions, we must prove that the same technology is able to sustain and exploit such solutions overtime by means of scalability, modularity and impact.

e) **Quicker, easier better tutorials, materials and workshops are needed.** Especially when it comes to present each GE, a new set of hands-on real-time demos must be in place, keeping in mind that FIWARE is competing with very friendly platforms and languages for creating apps. They might not be as powerful as FIWARE, but they are easy, quick and engaging. FIWARE needs to be competitive in those terms as well.

f) **More involvement from SMEs and cities data.** SMEs, as one of the main pillars of the EU's economic recovery, need to become more and more attracted to FIWARE. Challenges are one way to do this, but the involvement of institutional actors, like city councils, is key in order to enrich the set of available open data for future FIWARE projects.

Annex I: PR

PR for LATAM, Spain and Europe.

7.1 PR: LATAM

January, 28th: Press release announcing the winners of the first two challenges plus announcement of new challenges	**Uma equipe brasileira é a vencedora do desafio Smart Cities da FI-WARE** **O primeiro prêmio de R$ 250.000 mil vai para o projeto FI-Guardian** **Espanha, México, Venezuela, Rep. Dominicana e Equador também trouxeram seus projetos** **São Paulo, 1º de fevereiro de 2014.-** Equipes de Singapura, Grécia, Estados Unidos, Peru, Irlanda, França, Espanha, Reino Unido, Romênia e um total de 23 nacionalidades competiram por um espaço na final do desafio FI-WARE. Campuse.ro, a rede de conhecimento geek da Campus Party, registrou quase 700 ideias no mês. Apenas 20 equipes por cada desafio conseguiram uma vaga. 
March, 13th: press release for the extension of the challenges	**Tras celebrar la final del mayor concurso de apps convocado por la Comisión Europea y Campus Party** **Premian a tres mexicanos con en los retos FI-WARE y se extiende la fecha para nuevos desafíos hasta el 24 de abril** **México DF., 31 de marzo de 2014.-** La Comisión Europea (CE) y Campus Party en 2011 sellaron un ambicioso programa de colaboración Público-Privada con el objetivo de definir una plataforma que represente una opción realmente abierta para el desarrollo y despliegue global de aplicaciones en la Internet del Futuro. De esta colaboración nacieron los retos FI-WARE, que en su primera convocatoria, buscaban desarrollar aplicaciones para construir una ciudad más inteligente y para ayudar a las pymes a ser más eficientes e

A few clipping items are included as well:

1) http://www.dineroenimagen.com/2014-04-01/35097
2) http://www.poderpda.com/noticias/campus-party-presenta-nuevos-retos-fi-ware/

Campus Party presenta nuevos retos Fi-Ware

Victor Hdez

Publicada el 13 de marzo del 2014

+1 0 Tweet 6

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Los organizadores de **Campus Party** dieron a conocer a finales del año pasado la llegada de diferentes retos en donde buscarían las mejores ideas para competir entre sí con el objetivo de tener la mejor propuesta. En el pasado **Campus Party 2014 de Brasil** se realizó la final de uno de los retos, en el que los ganadores se llevaron premios con un valor de más de 400,000 euros. Ahora, Campus Party ha anunciado un nuevo par de retos que son **Smart Society** y **FI-WARE Excellence,** los cuales sin duda alguna llaman la atención de aquellos emprendedores en busca de financiación para sus ideas y proyectos.

3) http://m10.com.mx/reto-campusero-fi-ware/
4) http://www.evafedora.org/2014/03/16/los-retos-fi-ware-para-cpmx-5/

Los retos Fi-WARE para CPMX 5

Posted by: Efren Robledo in Eventos, General marzo 16, 2014 0 90 Views

FI-WARE
OPEN APIs FOR OPEN MINDS

Recuerden que si están interesados en alguno de los retos de **Fi-WARE** para **#CPMX5** tienen hasta el día **31 de Marzo de 2014** para participar.

La idea principal de estos retos es la creación de aplicaciones con estándares abiertos que puedan veneficiar a los usuario de Internet en el futuro,enfocándose en temas de **educación, ciudadanía, salud, inclusión** y **crowdsourcing.**

Estos retos forman parte de un proyecto iniciado por la **Comisión Europea (CE) y las principales empresas TIC europeas,** en el año de 2011 buscando así, la colaboración entre empresas publicas y privadas, con el objetivo de definir una plataforma que represente una opción realmente abierta para el desarrollo y despliegue global de aplicaciones en la Internet del Futuro.

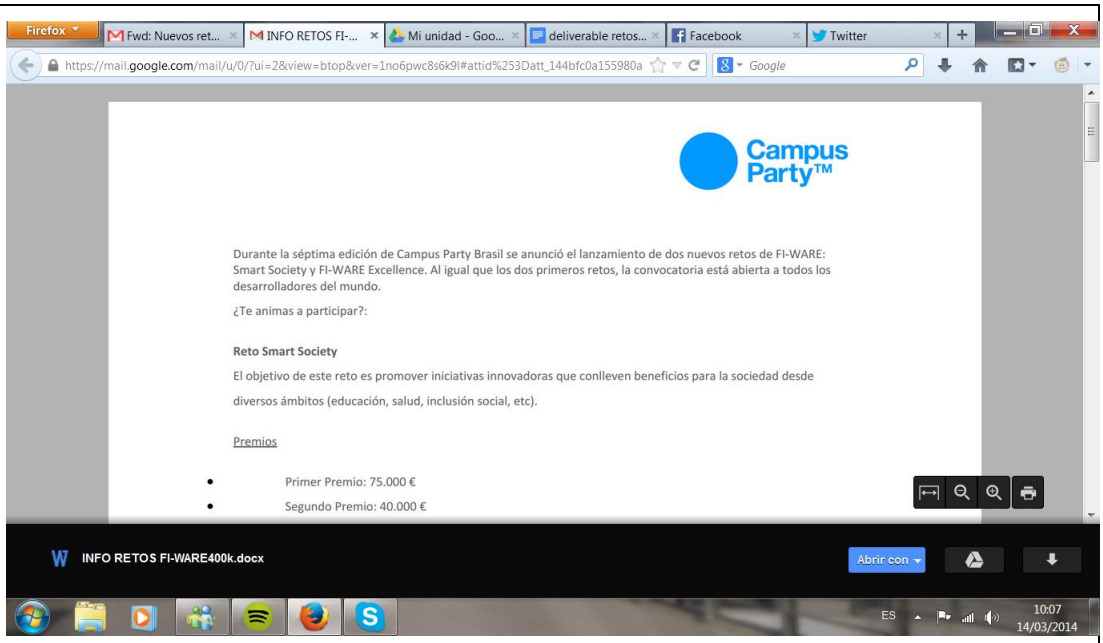
5) http://www.kavolta.com/2014/03/cpmx5-fiware-con-e340000-00-en-premios-participa-antes-del-31-de-marzo/

6) http://daizcorp.com/tag/campus_party/
7) http://www.dineroenimagen.com/2014-04-01/35097
8) http://www.ecuadorinmediato.com/index.php?module=Noticias&func=news_user_view&id=2818758398&umt=organizador_campus_party_invita_a_ecuatorianos_desarrolladores_a_presentar_propuestas_aplicaciones_sociales_audio
9) http://elmundo.com.sv/campus-party-quito-con-nuevos-retos-tecnologicos
10) http://www.eldiario.es/turing/Campus-Party-Quito-concurso-tecnologicos_0_237977145.html
11) http://www.eldiario.ec/noticias-manabi-ecuador/309236-campus-party-invita-a-innovar/
12) http://tecno.americaeconomia.com/noticias/campus-party-quito-convoca-concurso-de-nuevos-retos-tecnologicos
13) http://colombia-inn.com.co/campus-party-quito-convoca-a-concurso-de-nuevos-retos-tecnologicos/

7.2 PR: Spain

February 4th: Press release about the Spanish winners plus promotion of the new challenges	

March 13th: Reminder to the database of developers



March 27th: Press release about the extension period

Campus Party™ FI-WARE Open APIs for Open Minds

LA COMISIÓN EUROPEA PREMIA CON 200.000€ A LAS *APPS* QUE MEJOR BENEFICIEN A LA SOCIEDAD

- **El objetivo del reto Smart Society, con 200.000€ en premios, es promover iniciativas innovadoras que, utilizando tecnología FI-WARE, conlleven beneficios para la sociedad desde diversos ámbitos.**
- **El plazo de presentación de ideas se amplía hasta el próximo 24 de abril.**
- **FI-WARE es una iniciativa de la Comisión Europea y cuenta con el apoyo de Campus Party y las principales empresas TIC europeas.**

Madrid, 26 de marzo de 2014. FI-WARE, una iniciativa creada por la Comisión Europea y que cuenta con el apoyo de Campus Party e importantes empresas TIC europeas, anuncia que amplía el plazo de presentación de proyectos para sus retos Smart Society y FI-WARE Excellence hasta el próximo 24 de abril, que repartirán 340.000€ entre los finalistas y ganadores. La nueva fecha pretende dar la oportunidad de inscribirse a aquellos que aún no han podido, y mejorar sus propuestas a aquellos que

April 4th: Press release about the FIWARE Lab

Campus Party™ FI-WARE Open APIs for Open Minds

FI-LAB, EL LABORATORIO EXPERIMENTAL QUE AYUDA A LOS DESARROLLADORES A AFRONTAR LOS RETOS FI-WARE

- **FI-Lab es un ecosistema de innovación creado e impulsado por la Comisión Europea para que start-ups y pymes puedan desarrollar aplicaciones basadas en FI-WARE, para por ejemplo impulsar las Smart Cities.**
- **Actualmente, la Comisión Europea tiene abiertos dos retos de desarrollo con 340.000€ en premios: Smart Society, para crear *apps* que beneficien a la sociedad, y FI-WARE Excellence, que busca la mejor aplicación de temática libre.**
- **Este laboratorio forma parte de FI-WARE, una alternativa abierta a las grandes plataformas como Google y Amazon para el desarrollo de aplicaciones del Internet del Futuro a disposición de todos los usuarios.**

Madrid, 04 de abril de 2014. FI-Lab es el laboratorio de innovación de FI-WARE disponible en la nube para desarrolladores donde pueden experimentar con todas las posibilidades que ofrecen las tecnologías FI-WARE.

El éxito de este ecosistema de innovación se basa en su punto más diferencial: es un entorno abierto a todo el mundo, tanto a los desarrolladores, donde pueden testar y desplegar sus ideas, como cualquier institución, ya sea pública o privada, que quiera ofrecer a la comunidad los datos públicos que disponga. Por ejemplo, un ayuntamiento puede subir los datos públicos sobre polución de la ciudad a FI-Lab para encontrarse ahí con pymes, desarrolladores y start-ups que pueden ayudarle a desarrollar aplicaciones innovadoras que le permitan mejorar la eficiencia de la ciudad.

FI-Lab representa un escenario único para todo aquel que quiera desarrollar aplicaciones basadas en FI-WARE, una tecnología impulsada por la Comisión Europea para ser vivero del futuro tecnológico de nuestra sociedad. En esta línea, el organismo europeo destinará 100 millones de euros entre este año y el próximo para las pymes y start-ups desarrollen aplicaciones basadas en FI-WARE.

April 14th: Press release about the jury

EL JURADO DE LOS RETOS FI-WARE VALORARÁN LA INNOVACIÓN DE LOS PROYECTOS Y CÓMO RESUELVEN PROBLEMAS REALES

- **Uno de los requisitos imprescindibles para el jurado es que los proyectos sean totalmente innovadores y ofrezcan soluciones a problemas de la sociedad.**
- **Actualmente, la Comisión Europea tiene abiertos dos retos de desarrollo con 340.000€ en premios: Smart Society, para crear *apps* que beneficien a la sociedad, y FI-WARE Excellence, que busca la mejor aplicación de temática libre.**

Madrid, 14 de abril de 2014. El jurado compuesto por expertos de toda Europa para la valoración de los retos FI-WARE, una iniciativa creada por la Comisión Europea y que cuenta con el apoyo de Campus Party y las principales empresas TIC europeas, se encuentra completamente involucrado en este proyecto para convertirlo en una alternativa real a las plataformas dominantes en Internet, como Amazon o Google.

April 22nd: Press release during the week and note about the proposals received

MÁS DE 300 APPS SOCIALES Y EDUCATIVAS DE TODO EL MUNDO COMPETIRÁN EN LOS RETOS FI-WARE 2014

- **Para los retos Smart Society y FI-WARE Excellence han llegado propuestas de aplicaciones móviles de todo tipo de temáticas desde Europa, América del Norte y del Sur o Asia, como las destinadas al aprendizaje de los más pequeños o de ayuda a diferentes tipos de dolencias médicas.**
- **Aún quedan dos días para participar en estos premios creados por la Comisión Europea y que cuenta con el apoyo de las principales empresas TIC del Viejo Continente, entre ellas la organizadora de Campus Party, Futura Networks.**

Madrid, 22 de abril de 2014. Tan solo quedan dos días, hasta el próximo jueves 24 de abril, para participar en los retos FI-WARE, una iniciativa creada por la Comisión Europea y que cuenta con el apoyo de Campus Party y las principales empresas TIC europeas. Hasta la fecha, se han recibido más de 300 proyectos de aplicaciones llegados de medio mundo, con temáticas de todo tipo pero con un objetivo

And here the reader can find the most relevant items from the press clipping:

1) http://www.efeempresas.com/noticia/convocatoria-fiware-amplia-24-abril-efeempresas/
2) EXPANSIÓN http://www.expansion.com/agencia/europa_press/2014/03/27/20140327185934.html
3) EUROPA PRESS http://www.europapress.es/portaltic/sector/noticia-ce-premiara-200000-apps-mas-beneficiosas-sociedad-20140327183658.html

4) MUNDO FINANCIERO http://www.elmundofinanciero.com/noticia/26820/Economia/La-Comision-Europea-premia-a-las-APPs-que-mas-beneficien-a-la-Sociedad.html
5) RRHHPRESS http://www.rrhhpress.com/index.php?option=com_content&view=article&id=24666:la-comision-europea-premia-con-200000-euros-a-las-apps-que-mayores-beneficios-aporten-a-la-sociedad&catid=45:miscelanea&Itemid=159
6) PRNOTICIAS http://www.prnoticias.com/index.php/internet-y-redes-sociales/1092-dispositivos-moviles/20129281-la-comision-europea-premia-con-200000-euros-a-las-apps-que-mejor-beneficien-a-la-sociedad
7) NOTICIASDEEMPRESAS http://www.noticiasdeempresas.com/la-ce-lanza-dos-concursos-para-premiar-apps/publireportaje/8652/
8) NOTICIASES http://noticiaes.com/espana-noticias/inventar-una-app-que-ayude-tiene-premio/
9) TEINTERESA http://www.teinteresa.es/tecno/CE-premiara-apps-beneficiosas-sociedad_1_1109300306.html
10) IBEROAMERICA http://www.iberoamerica.net/espana/prensageneralista/es.yahoo.com/20140327/noticia.html?id=67bA84r
11) EL ECONOMISTA http://www.eleconomista.es/tecnologia/noticias/5659009/03/14/La-CE-premiara-con-200000-las-apps-mas-beneficiosas-para-la-sociedad.html
12) LA RAZÓN http://www.larazon.es/detalle_normal/noticias/5964599/sociedad+tecnologia/inventar-una-app-que-ayude-tiene-premio#.Ttt10NkEmS9Natc

Lunes, 21 Abril 2014. Actualizado a las 13:09h

LA RAZÓN.es

OPINIÓN
Alfonso Uss
Ing

PORTADA OPINIÓN ESPAÑA INTERNACIONAL ECONOMÍA SOCIEDAD RELIGIÓN DEPORTES MC

SE HABLA DE El desafío independentista Manifestación Sociedad Policía Sortu Eusko Alkartasuna

TECNOLOGÍA

Inventar una app que ayude tiene premio

Me gusta 7 Twittear 3 Pin it Share 2

Send us your idea!

Win 200.000 € in prizes with FI-WARE

Develop your app for the Smart Society Challenge

28 de marzo de 2014. 08:36h

Portaltic/Ep. Madrid.

La Comisión Europea (CE) ha lanzado dos concursos relacionado con el planteamiento y el desarrollo de nuevas aplicaciones. Uno de ellos buscará **aplicaciones que mejor beneficien a la sociedad** y otro programas basados en la plataforma Fi-Ware. En total repartirá un total de 341.000 euros en

13) MKM-PI http://www.mkm-pi.com/diario-informatico/la-comision-europea-repartira-hasta-340-000-euros-las-apps-que-favorezcan-a-la-sociedad/
14) MASTERMAS http://www.mastermas.com/Noticias/html/N13820_F31032014.html
15) EFE EMPRESAS http://www.efeempresas.com/noticia/convocatoria-fiware-amplia-24-abril-efeempresas/
16) HABLAMOS DE EUROPA http://www.hablamosdeeuropa.es/prensa/noticias/la-comision-europea-premia-con-200-000-a-las-apps-que-mejor-beneficien-a-la-sociedad
17) MUY COMPUTER PRO http://www.muycomputerpro.com/2014/03/31/fi-ware-smart-society-fi-ware-excellence
18) WHATSNEW http://wwwhatsnew.com/2014/04/01/200-000-euros-en-premios-para-las-apps-que-mejor-beneficien-a-la-sociedad-retos-smart-society/
19) ZONAMOVILIDAD http://www.zonamovilidad.es/noticia/7749/Aplicaciones/Reto-Smart-Society:-La-Comision-Europea-premia-a-las-aplicaciones-que-mas-beneficien-a-la-sociedad.html
20) OHMYBUSINESS.ORANGE http://ohmybusiness.orange.es/emprendedores/la-ce-repartira-200-000-en-premios-para-apps-y-plataformas-sociales.html
21) INAGIST http://inagist.com/all/450967460657647616/
22) NOMEPARO http://www.nomeparo.eu/blog/la-ce-premia-con-200000-a-las-apps-que-mejor-benefician-a-la-sociedad_n-230.htm
23) TECNICOLAS http://www.tecnicolas.com/index.php?story=48693
24) EMACORP http://emacorp.blobic.com/entry/200-000-euros-en-premios-para-las-apps-que-mejor-beneficien-a-la-sociedad-retos-smart-society
25) ECON http://econ.es/not/5082/100_millones_de_euros_para_desarrollar_aplicaciones_basadas_en_fi_ware/#.Kku8qde20qSbQex
26) PRESS PEOPLE http://www.presspeople.com/nota/tecnologia-bienestar-social-ce-premia-mejores
27) YAHOO https://es.finance.yahoo.com/noticias/ce-premiar%C3%A1-200-000-apps-beneficiosas-sociedad-175934528.html
28) THINK AND START http://thinkandstart.com/2014/ganadores-fi-ware-y-nuevos-retos/?utm_source=rss&utm_medium=rss&utm_campaign=ganadores-fi-ware-y-nuevos-retos
29) EFE EMPRESAS http://www.efeempresas.com/noticia/los-ganadores-de-los-premios-fi-ware-se-convierten-en-realidad/
30) EL MUNDO FINANCIERO http://www.elmundofinanciero.com/noticia/27674/Emprendedores/Las-apps-ganadoras-en-los-retos-Fi-wareFI-WARE.html
31) EFE EMPRESAS http://www.efeempresas.com/noticia/el-jurado-de-los-retos-fi-ware-valorara-la-innovacion-de-los-proyectos-y-la-resolucion-de-los-problemas/
32) COPE http://www.cope.es/Menu/Actualidad/Tecnologia-cope/Tecnologia http://www.cope.es/detalle/FI-WARE-lanza-un-concurso-para-desarrolladores.html
33) EL MUNDO FINANCIERO.COM http://www.elmundofinanciero.com/noticia/27288/Tendencias/Fi-Lab-laboratorio-experimental-para-ayudar-en-los-retos-del-Fi-Ware-.html
34) REDES TELECOM.ES http://www.redestelecom.es/gestion/noticias/1073419001403/fi-lab-plataforma-desarrollar-aplicaciones-fi-ware.1.html
35) EFE http://www.efeempresas.com/noticia/mas-de-300-apps-sociales-y-educativas-de-todo-el-mundo-competiran-en-los-retos-fi-ware-2014/
36) EUROXPRESS http://www.euroxpress.es/index.php/noticias/2014/4/22/ultimos-dias-para-optar-a-los-retos-fi-ware-con-340000-en-premios/@UEmadrid/@Press_EC_Spain
37) BAQUIA http://www.baquia.com/tecnologia-y-negocios/entry/emprendedores/mas-de-300-aps-sociales-y-educativas-de-todo-el-mundo-competiran-en-los-retos-fi-ware-2014
38) PROGRAMA DE LA PUBLICIDAD http://www.programapublicidad.com/mas-de-300-apps-sociales-y-educativas-de-todo-el-mundo-competiran-por-los-retos-fi-ware-2014-creados-por-la-comision-europea/

7.3 PR: Other International

January 30th. Press release announcing the winners of the two first challenges plus the new challenges ahead	**FI-WARE launches two new *apps* challenges** **More than €340,000 in prizes for open-themed social applications** **São Paulo, January 30th, 2014.-** Last January 27th, during the inauguration of Campus Party Brazil, two new FI-WARE challenges were launched, which with a total amount of 800.000€ in prizes, has become the largest software application contest in history launched by the European Commission and Campus Party, aimed at all developers worldwide. 
March 10th. "Winning apps becoming a reality"	**WINNING APPS OF THE FI-WARE CHALLENGES, PROJECTS FOR THE BENEFIT OF THE SOCIETY** • **Several winners' projects of the first two challenges of FI-WARE have become a reality and begin to be commercialize, as is the case of FoodLoop, Guardian-Fi and Smart Box.** • **Currently the European Commission has opened two development challenges with 340,000€ on prizes: Smart Society, to create apps that benefit the society, and FI-WARE Excellence, which seeks for the best application in any themes.** • **In addition, the winning projects are a clear example of social benefit that may have the applications based on FI-WARE technology.** **Madrid, 10th of April 2014.** The winning projects in the first edition of the FI-WARE , an initiative created by the European Commission, with the collaboration of Campus Party and important ICT businesses in Europe, have become a reality and its creators have taken advantage from a business point of view. Thanks to the boost achieved by these awards, several projects have become businesses. The FI-WARE technology was created to represent an open alternative to the dominant Internet platforms such as Amazon or Google. Thanks to this technology it is demonstrating new emerging startups.

March 27th. Press release about the deadline extension	**EUROPEAN COMMISSION REWARDS APPS THAT BEST BENEFIT SOCIETY WITH €200,000** • **The purpose of the Smart Society challenge, with €200,000 in prizes, is to promote innovating initiatives that will contribute benefits to society within different spheres by using FI-WARE technology.** • **The deadline to submit ideas has been extended to next 24th April.** • **FI-WARE is a European Commission initiative with the collaboration of Campus Party and the main ICT businesses in Europe.** **Madrid, 27th of March 2014**. FI-WARE, an initiative led by the European Commission with the collaboration of Campus Party and important ICT businesses in Europe, has announced that it has extended the deadline to submit projects for its Smart Society and FI-WARE Excellence challenges to next 24th of April, with €340,000 in prizes to be divided among the finalists and winners. With this new deadline, people who haven't yet submitted their ideas now have the chance to do so, and those who have already submitted their projects through the CampusLabs platform get a chance to improve
April 4th. Press release about the FIWARE Lab (formerly FI-LAB)	**FI-LAB, AN EXPERIMENTAL LAB HELPING DEVELOPERS TO OVERCOME THE FI-WARE CHALLENGES** • **FI-Lab is an innovation ecosystem created and promoted by the European Commission for start-ups and SMEs to develop applications based on the FI-WARE platform, for example to boost Smart Cities.** • **Currently the European Commission has opened two challenges centered on development with 340,000€ on prizes: Smart Society, to create apps that benefit society, and FI-WARE Excellence, which seeks for the better application in any themes.** • **The lab is a part of FI-WARE, an open alternative to the large platforms like Google and Amazon for the development of the Future Internet applications, and available to all users.** **Madrid, 4thApril 2014.** FI-Lab, the innovation lab of FI-WARE is available in the cloud for developers; where they can experiment with all the possibilities offered by FI-WARE technology. The success of this innovation ecosystem is based on its differential point: it is open to everyone, either for developers, where they can test and deploy their ideas; or any institution, whether public or private, that would like to offer to the community all the public data available. For example, a Council Hall can upload public data on pollution of the city to FI-Lab to meet with SMEs, developers and start-ups that can help them to develop innovative applications that will improve the efficiency of the city.

April 14th. Press release about the jury of the challenges	  **THE JURY OF THE FI-WARE CHALLENGES WILL TAKE INTO ACCOUNT THE INNOVATION OF PROJECTS AND HOW TO SOLVE REAL PROBLEMS** • **One of the essential requirements for the jury is that projects have to be truly innovative and provide solutions to social problems.** • **Currently the European Commission has opened two development challenges with 340,000€ on prizes: Smart Society, to create apps that benefit the society, and FI-WARE Excellence, which seeks for the best application in any themes.** **Madrid, 14th of April 2014**. The jury of experts from across Europe for the assessment of challenges FI-WARE, an initiative created by the European Commission, with the collaboration of Campus Party and important ICT businesses in Europe, is fully involved in this project to make FI-WARE in a real alternative to dominant Internet platforms such as Amazon or Google For the members of the jury, one of the main requirements is that projects could solve real problems for
April 22nd. Press release during the very last week	  **OVER 300 SOCIAL AND EDUCATIONAL WORLDWIDE APPS WILL COMPETE IN THE FI-WARE CHALLENGES 2014** • **The Smart Society and FI-WARE Excellence challenges have sent their proposals for mobile applications with all kinds of thematic from Europe, North and South America or Asia, such as improvements for children´s learning or for helping with different types of medical ailments.** • **There are still two days to participate in these awards created by the European Commission, which have the support of the leading ICT companies of the Old Continent, including the organizer of Campus Party, Futura Networks.** **Madrid, 22th of April 2014**. Only two days left until next Thursday, 24th April the deadline to take part in the FI-WARE challenges. An initiative created by the European Commission, which has the support of Campus Party and major European ICT companies. So far, they have received more than 300

Here are a few of the most relevant items in the press clipping:

1) HUANQIU.COM. “EUROPEAN COMMISSION REWARDS APPS THAT BEST BENEFIT SOCIETY WITH €200,000” http://tech.huanqiu.com/foreign_report/2014-03/4936943.html
2) SILICON IRELAND NEWSWIRE. “FI-LAB, AN EXPERIMENTAL LAB HELPING DEVELOPERS TO OVERCOME THE FI-WARE CHALLENGES”. http://www.siliconirelandnewswire.com/2014/04/fi-lab-experimental-lab-helping.html
3) FD. “FIWARE brengt slimme applicaties voor de burger”. http://fd.nl/eenvoudigzoeken/#notSectionIds
4) NUMERIS-MEDIA.BLOGSPOT. “European Commission 200,000€ prize for apps that best benefit society”. http://numeris-media.blogspot.com.es/2014/03/european-commission-rewards-apps-that.html