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Large-scale Integrated Project (IP)



D12.6: Report on Final Challenge

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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 has launched 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.
- D12.5.2 is, together with this document, to be delivered by the end of the project, covering the third thematic challenge, Smart Society.
- The present report, and 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 FIWARE Excellence challenge. Its index follows that of the previous documents D12.5.1 and D12.5.2, and it shares D12.5.2's chapters 4, 5 and 7, since the information contained there includes data for both challenges.

1.2 About This Document

This report is the third and final one of this task's series of documents summarizing the activities carried out in the framework of the FIWARE Challenges. This document focuses on the final one, the FIWARE Excellence 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

Excellence Challenge, 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
V0.41	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)
V0.42	Final version after comments from WP12's leader	2014-12-18	Javier de Vicente (FNE), Miguel Carrillo, Fermín Galán (TID)

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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 FIWARE Excellence challenge got more than 125 new participants and a 4-month diffusion time, with around 140,000 € in prizes. 26 new valid projects were presented and the best 5 of them proceeded to the finals, together with other 12 projects coming from the previous 3 challenges. The winners were selected on the 17th of October 2014 in Las Palmas de Gran Canaria, 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 final challenge: FIWARE Excellence Challenge

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.

The FIWARE Excellence challenge was a unique challenge for the development of relevant applications of any kind (free theme), as long as their implementation was based on the FIWARE platform. This challenge's goal was to award the excellence of the best projects using the FIWARE GEs and platform.

In the FIWARE Excellence challenge, participants could either

- Try to enter the final phase of the Excellence challenge directly, with no prior involvement in any other FIWARE challenge, by obtaining 7 or more points in the evaluation of this very challenge, or
- Alternatively they could try access the final phase by having reached a minimum mark of 7 points in the final phase of any previous FIWARE challenge.

This means that, besides the projects that were directly presented to the Excellence challenge, the best projects in previous challenges: Smart Cities, Smart Business & Industry, and Smart Society, could result able to participate in the finals of the Excellence Challenge.

This internal organization of the FIWARE Excellence challenge was also decided 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 then recent FIWARE advances.

Later on, Futura Networks and Telefónica I+D had a personal meeting where the final structure and the topics of the four FIWARE challenges were decided. Months later, and based on the result of the meeting, the legal representatives of Futura Networks prepared a formal proposal describing the FIWARE Excellence 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. This was also done in the case of the Smart Society challenge.

3.1.1 The FIWARE Excellence 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>



Figure 2. The FIWARE Excellence challenge at Campus Labs

3.2 Calendar, materials and Structure of the prizes

3.2.1 Calendar and materials

The FIWARE Excellence challenge was divided into two stages: first phase and finals.

- Firstly, a call was launched on the 24th of January 2014 for all free-themed projects, based on FIWARE, which wished to participate. The objective was to gather the best of the best applications implemented on FIWARE's technology. This phase closed on the 24th of April 2014, and its scope included both new projects and also projects that had obtained good marks on previous challenges.
- 126 new participants registered and 26 presented their ideas. The best ideas, with a mark equal to or higher than 7 points, were selected as finalists. These amounted to 5 projects.
- The same procedure was done with the Smart Business and Smart Cities finalists. Those who obtained a score of 7 points or more in their finals, were selected as finalists of the Excellence challenge as well. Thus, 6 more teams were chosen as finalists coming from the Smart Cities challenge and 6 more from the Smart Business & Industry challenge.
- By the 9th of May the jury had selected a total of 17 teams.
- Once the final of the Smart Society challenge could be celebrated, the teams with a mark of 7 or more points would be eligible to complete the panel of the FIWARE Excellence

challenge too. Eventually, no project obtained 7 or more points in the Smart Society final (October 2014), so the original 5+6+6 panel of teams were to proceed to the second phase of the FIWARE Excellence competition.

- The SmarTaxi team had to be dropped from the competition, since its personnel had become members of the FIWARE consortium after the completion of the challenge's first phase, contravening the legal base. Thus, in the end, only 16 teams were eligible to participate in the FIWARE Excellence final.
- Due to the postponement of the Campus Party Europe from 2014 until 2015, a new and adequate place had to be found for the Excellence final. Eventually, the European event chosen was the three-city multipurpose meeting called¹ *"FIWARE PPP – Conectando las ciudades a la internet del futuro"*, hosted in Spain and promoted by the councils of Las Palmas, Seville and Valencia, MINETUR² 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 Excellence and 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 FIWARE Excellence 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. Nine of the sixteen finalists physically attended. The other seven projects were: (1) Mapencil (GeoSketch), (2) Midnight VIP, (3) Local Offer, (4) Sparky, (5) La Urbo, (6) Context, (7) Cares.
- The final, held during the multipurpose event in Las Palmas de Gran Canaria (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.

¹ FIWARE PPP – Connecting the cities to the FI

² Spanish Ministry of Industry, Energy and Tourism



Figure 3. The 'FI-Guardian' team, working in Las Palmas 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/FIWARE400KK_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 Excellence could receive around €129,800 in prizes; €44,800 of which were reserved to the shortlisted ideas in the first phase of the Challenge (the 16³ teams eventually selected) and €85,000 were to be given to the winners of the second phase, distributed as follows:

Number of shortlisted ideas (1 st phase)	Prize	Total Prize
16	€2,800	€44,800

Main Prizes	Prize
“FI-WARE Excellence” Award	€25,000

³ See Chapter 6 for more details

Excellence in IoT:	€10,000
Excellence in Robotics: €10,000	€10,000
Excellence in Real-time data and multimedia processing: €10,000	€10,000
Excellence in Big Data: €10,000	€10,000
Excellence in User Interface: €10,000	€10,000
Excellence in Security: €10,000	€10,000
Total 2 nd Phase	€85,000

Table 1. Prizes and categories

Eventually, the prices of the second phase were distributed in a different manner, as the reader will see in Chapter 6.

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 FIWARE Excellence challenge. The final lists, for both phases, were built basing on the profiles' reputation, qualification, independence and neutrality, and the representatives of the European Commission approved them.

3.3.1.1 *Jury of the FIWARE Excellence 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:**
 - **Juanjo Hierro**, FIWARE Coordinator and Chief Architect, Telefónica I+D.
- **Other members:**
 - **Carlos Ralli**, FIWARE IoT Chapter Architect at Telefónica I+D.
 - **Luis López**, FIWARE Media Stream Processing Generic Enable, working for partner URJC.
 - **Alex Glikson**, Manager of Cloud Operating System Technologies at IBM Haifa Research Lab.
 - **Fano Ramparany**, Research Scientist at France Telecom [France]
 - **Francisco Romero**, who coordinates the integration of the COSMOS element. TID [Spain]

- **Philipp Slusallek**, FI-WARE Advanced Web-based User Interface Chapter Architect and Scientific Director, working for partner DFKI.
- **Ángel Hernández**, R&D Project Manager at Ikerkune and expert in the Robotics field

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

- **President:**
 - **Fermín Galán**, working in the Data Chapter for TID [Spain]
- **Other members:**
 - **Juanjo Hierro**, FIWARE Coordinator and Chief Architect, Telefónica I+D [Spain]
 - **Fernando López**, working in the FIWARE Cloud Chapter for TID [Spain]
 - **Christof Marti**, adjunct professor working for ZHAW [Switzerland]⁴
 - **Sami Jylkkä**, 3D and advanced UX expert at Cyberlightning [Finland]
 - **Gabriel de Blasio**, Italian-born technical professor at the University of Las Palmas. Not part of the FIWARE consortium. [Italy]
 - **Sebastián Müller**, Project Director at IMPACT Accelerator, founder of YOUFEST and of SCM [Argentina]. Not part of the FIWARE consortium.

Their curricula follow, in no particular order:

- Mr. Juan J. Hierro, currently holds the position of Manager of the Emerging Software Technologies for Services and Network Management Unit at Telefónica I+D. He obtained a degree in Computer Science in 1990 from the Polytechnic University of Madrid. He has worked for Telefónica I+D since 1990, being involved R&D projects related to middleware technologies and Operation Support Systems. He has actively represented the company at several industrial forums like OMG and OpenGroup (formerly, X/Open) and has been deeply involved in the definition of relevant standards, including CORBA. Since January 2004 he has been responsible for innovation in the field of basic software technologies for services and network management. From his position, Juan is leading research in basic web and middleware technologies as well as development of Open Source Software initiatives. He chairs the open source community Morfeo [MORFEO] created by Telefónica. Juan has participated in the Next Generation Grid experts group who developed the report on “Future for European Grids: GRIDs and Service Oriented Knowledge Utilities (SOKU)” published on January 2006 (see <http://cordis.europa.eu/ist/grids/ngg.htm>).
- Prof. Dr.-Ing. Philipp Slusallek is Scientific Director at DFKI, where he leads the research area “Agents and Simulated Reality (ASR)” since 2008. Since 2009 he is also the research director of the Intel Visual Computing Institute at Saarland University where he is a full professor for Computer Graphics since 1999 and Principal Investigator in the large federal Excellence Cluster “Multimodal Computing and Interaction”. Before joining Saarland University he was visiting assistant professor at the Stanford University Graphics Lab. Philipp Slusallek has published numerous scientific papers in the area of computer graphics, digital media and middleware, high-performance software, virtual and simulated reality, and related fields. He received a Diplom (M.Sc.) in Physics from Tübingen University and a Dr.-Ing. (PhD) from the University of Erlangen, Germany. Philipp is technical coordinator of the FI-PPP Use Case project FI-CONTENT and member of the FI-PPP Architecture Board.
- Ángel Hernández is the R&D Project Manager of Ikerkune, a research centre focused on Robotics and Biotechnology, where he leads the conception of new development lines synergising with the Automotive industry. Angel is also an experienced robotics advisor and

⁴ Who was eventually substituted for Thomas Bohnert (ZHAW). Both curricula are included, in any case.

Campusero who has assisted CP whilst discovering innovative projects and passionate people that love sharing their knowledge. He is an enthusiastic engineer that started making simple robots at the age of 11. Ángel won the second prize of the hackathon "Smart Cities using FI-WARE" held on October 16 and 18th 2013 in Santander (Spain).

- Francisco Romero holds a degree on Computer Science from the UPM. He works in Telefónica I+D (R&D labs) researching on data processing, analysis and machine learning. Francisco joined Telefónica I+D in 2001. During his first years in the company, he worked in the Euro6IX (IST- 2001-32161) project, designing and implementing IPv6 traffic analysis tools from the security point of view. He has also been involved in other European projects related to traffic engineering such as EuQoS until 2007, when the Cenit Segur@ project started, a subsidized project by the Spanish Ministry of Industry focused on the network security. In the Segur@ project, Francisco developed his skills on traffic processing and analysis, and started working with machine learning and big data tools. Nowadays, Francisco coordinates the integration of the COSMOS open source product as reference implementation of the BigData Generic Enabler in FI-WARE.
- Alex Glikson is leading a research group at Haifa Research Lab in the area of cloud infrastructure management. The topics that they work on include: Light-weight and scalable cloud management stacks (e.g., HSLT, OpenStack), Policy-driven resource management, Workload elasticity and auto-scaling in the cloud, and Cloud-wide resource overcommit with SLO protection. Alex is also leading the work on Cloud work stream in FI-WARE. Previously, he led several research and development projects in the area of virtualization and systems management, such as VM Mobility Enhancements and Virtual Image Management.
- 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.
- Dr. Luis Lopez obtained his PhD degree on Computer Science in 2003. Before, Dr. Lopez obtained a Telecommunications Engineering degree by Universidad Politecnica de Madrid in 1998 and by the ENST-Télécom Paris Tech in 1999. Dr. Lopez has worked at several companies including Texas Instruments Inc. and Visual Tools SA. Currently he is associate professor at Universidad Rey Juan Carlos, where he carries out teaching and research activities in the area of Future Internet technologies and Next Generation Networks. Dr. Lopez has coauthored more than 60 publications, having a Google Scholar Hirsch index of H=14. Dr. Lopez has also a huge experience participating in research projects both with national and with international European funding. Additionally, Dr. Lopez maintains a close relation with the industry by cooperating with leading companies such as Telefonica and also as an entrepreneur given that he is part of the founding team of startups such as Solaiemes.
- 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.

- Dr. 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.
- Dr. Fano Ramparany is a senior scientist at Orange Labs. Since 2000 he has been involved in R&D projects in the field of Internet of Things, Ambient Intelligence, Context-aware Systems, and Smart Devices. This includes the OUTSMART project where he serves as technical coordinator. He also involved as program or technical committee member of several international conferences in these domains. His current interest is the integration of emerging software engineering technologies (multi-agent technology, semantic modeling, context aware computing, M2M) to smart devices and embedded systems and innovative applications for smart homes, smart buildings and smart cities. From 1990 to 2000, he has worked for Cap Gemini Ernst & Young in industrial and R&D projects in the field of artificial intelligence, quality control, and manufacturing management. He holds a PhD in Computer Science from the "Institut National Polytechnique de Grenoble (INPG)", where he has conducted research on Computer Vision from 1987 to 1990. He has published more than 70 papers on these topics in various international conferences and symposia and journals
- Sebastián Müller studied Film and Television in the Tel Aviv University and currently he is the Project Director at IMPACT, ISDI (www.impact-accelerator.com). He has been in the Internet Business since 2006 and is also the creator of YOUFEST, the international multidisciplinary festival based on YouTube Stars in partnership with YouTube. (<https://www.youtube.com/watch?v=SrB1Gk9ReuQ>). Very active in the startup field, he is a well-known mentor, speaker and content creator, plus the founder and Director of SCM-M, a Digital boutique based in Madrid focused in innovative formats, working for global brands, NGO's and Governments, and founder of S-cine, an Internet video production company.
- 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 Network, FP7 PRE-DRIVE-C2X, FP6 WEIRD, 100GET, FP6 E-NEXT, COST Action IC0906 and COST Action 290, and QoSMAF. 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.
- 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, focussed 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 Telefonica 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 Telefonica's press release on its global leadership as of Peru massive deployments. Nowadays, his personal and professional research activities are focussed 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 opensource 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.

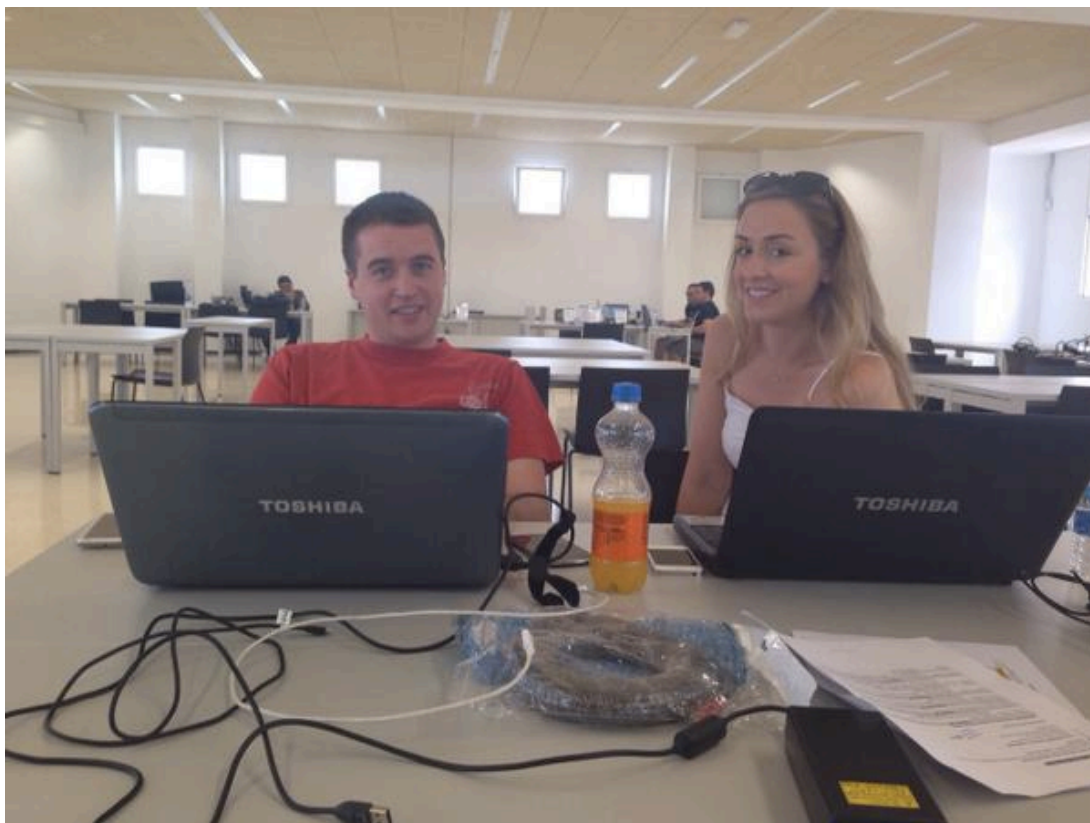


Figure 4. The FoneSense team in Las Palmas, October 2014.

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/FIWARE800KK_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 Excellence Challenge COMPETITION RULES

BACKGROUND

This competition is called “FIWARE Excellence 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, Las Rozas, Madrid with VAT Number: ESB-82511775.

FIWARE (www.fi-ware.org), is a project which is 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 FIWARE LAB, which is an environment where different "GEi products" are instantiated and integrated configuring a FIWARE instance. More information about the FIWARE project can be found at www.fi-ware.org

The FIWARE project is funded by the European Commission and 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 by employees of FNE or TELEFÓNICA I+D, their legal advisors or collaborators, employees of 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 for entry at www.campus-labs.com under the section "FIWARE Excellence Challenge".

The Competition will be held in two phases. For the first phase of The Competition, you must send a link to a video -of five minutes or less in length- in which you present your working prototype of an application -free topic- that must be developed using the FIWARE platform. Specifically, it should be based on the "Generic Enablers" (GEs) of FIWARE deployed in the FIWARE LAB (www.fi-ware.org/lab) and fulfill the following requirements:

- 1) Use FIWARE technology (specifically, services derived from "GEi products" available in FIWARE LAB).
- 2) Have some of its components deployed in the cloud based on FIWARE found in FIWARE LAB

A jury will evaluate the prototypes presented. Up to 20⁵ projects, scored 7 or more points, will enter the second (final) phase of the challenge, which will take place in a European event in the fall of 2014.

For this final phase of the competition, the selected teams must present an improved version of their prototypes, also complying with the above requirements.

To become participants in The Competition, teams must:

1. Be represented by one person who is at least 18 years old at the time of entry.
2. Complete the online form which will be made available at www.campus-labs.com describing their application following the template also available in the same Website.
3. Send a link to the video where they present their working prototype of their application.

⁵ Depending on the number of finalists for the Smart Cities, Smart Society and Smart Business & Industry challenges that will concur to this final phase of the Excellence challenge. The finalists of those three other challenges that obtained a score of 7 or more points will be eligible to attend the final of the Excellence challenge as well.

4. 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.
5. Provide any information necessary to examine and test the developed prototype of the application.
6. At their own discretion, participants may provide additional elements such as additional videos, presentations, short tutorials, designs, etc. that they may deem necessary to help the judging panel understand their application.

Participants must upload their completed entry (including both mandatory and optional elements) in English to the online Campus Labs platform at the www.campus-labs.com website. Entries must be submitted electronically through this website and they will not be accepted by any other means. All entries must be received 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 will be allowed to submit their videos of their working prototypes by sending them to the following email address: fiware-challenges@lists.fi-ware.org. The email must contain a screenshot of the failure caused by the platform and it must be received on time (before 11:59 pm GMT on April the 24th, 2014).

Entries or emails received after 11:59 pm GMT on April the 24th, 2014 will not be accepted.

FNE has the right but not the obligation to extend the deadline for entry. In such event all registered participants shall be emailed with the revised closing date.

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 and exclusive responsibility of the Participants.

Participants may submit more than one application for the competition. They can also submit the application submitted to The Competition to other competitions happening at the European event where the Excellence challenge's final will take place, unless the other competitions impose exclusivity. For the avoidance of doubts, The Competition doesn't impose any exclusivity, nor do the FIWARE Smart Society, Smart Business & Industry and Smart Cities challenges.

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

We do not accept responsibility for entries that we have not received by the closing date if they have been lost, damaged or delayed as a result of any network, computer hardware or software failure of any kind. 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 provided email addresses for any further communication with the participants regarding The Competition.

The teams pre-selected will be announced before April the 24th, 2014⁶. This selection process will complete a first phase of the Competition

PRIZES

⁶ In case of receiving a very high number of projects, the organization reserves the right to delay the final decision.

Up to 20 teams will be selected among the best finalist projects coming from the Smart Cities challenge (projects with 7 or more points as scored during the Smart Cities challenge phase 2), Smart Business challenge (projects with 7 or more points as scored during the Smart Business challenge phase 2), Smart Society challenge (projects with 7 or more points as scored during the Smart Society challenge phase 2), and Excellence challenge (projects with 7 or more points as scored during the Excellence challenge phase 1). They will be selected following the order of their scores, from top to bottom, up to 20 projects. These 20 teams maximum, and no more, will be eligible for the €2,800 initial prize, described as follows.

A prize of €2,800⁷ will be given to each of the selected teams, 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 Challenge's final⁸ in October 2014.

Not attending the final would imply the refund of €2,800 to TELEFÓNICA I+D and, in the case that this prize has not been paid to the selected team by TELEFÓNICA I+D when the final takes place, it will be automatically canceled.

The payment agreement will also be considered as infringed in case of non-attendance to the final of at least two members of the team – except in the case of one-member teams.

The 20 teams pre-selected as finalists will opt to the following prizes in the Second (Final) Phase of the Competition, totaling €85,000 in prizes:

- “FIWARE Excellence” Award: €25,000
- Excellence in IoT: €10,000
- Excellence in Robotics: €10,000
- Excellence in Real-time data and multimedia processing: €10,000
- Excellence in Big Data: €10,000
- Excellence in User Interface: €10,000
- Excellence in Security: €10,000

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

All prizes (both for the first and second (final) 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.

The payment will only be done to the personal account to the representative of each team. It will be done only to natural persons and in not to companies.

⁷ This prize of €2800 is not linked to any specific spending, specifically those incurred in the attendance to the final.

⁸ In the specific case of the finalist projects coming from the Smart Society challenge that are also eligible for this €2,800 prize, they will not be obliged to commit to physically attend the final of the FIWARE Excellence challenge, since this final is going to be run at the same time but in a different city than that of the Smart Society final.

You are responsible for providing your correct bank account details for payment in the event that you are a winner. A signed and stamped bank certificate of the corresponding bank account will be required. 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 will decide the selected teams in 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 companies or 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 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 May 2014⁹.

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 by end of May 2014.

ADDITIONAL 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

⁹ FNE reserves the right to modify this date

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](http://fiware.com) 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 26th of September, 2014

4 Supporting the participants¹⁰

This chapter focuses on the support that all participants received during the life of the two last challenges: Smart Society and FIWARE Excellence. 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.

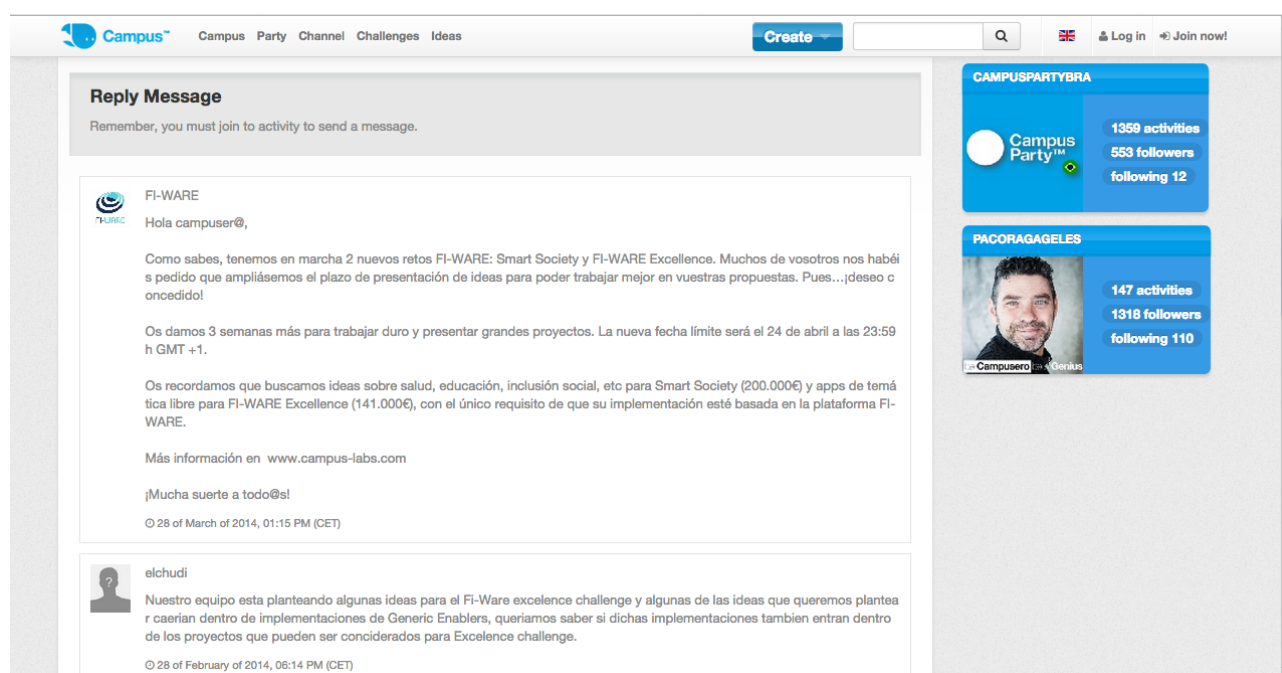


Figure 5. An excerpt of a thread in one of the forums

The forums were set up using Futura Networks' 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

¹⁰ This chapter is repeated in D12.5.2 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.

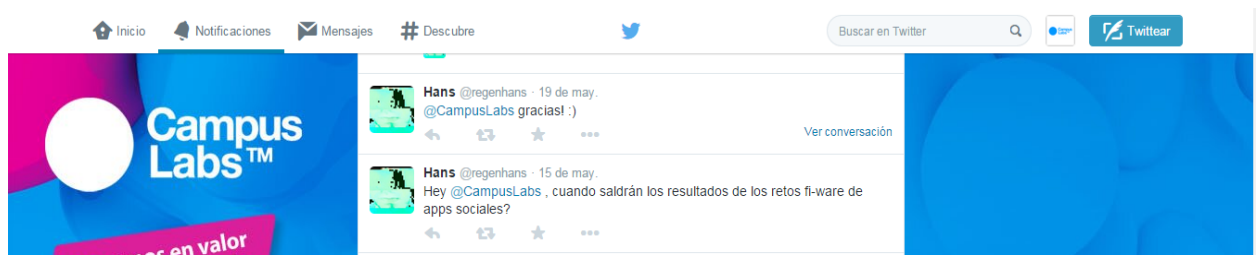


Figure 6. Using Twitter for getting to know more details about the challenges

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 7. 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:
 - o 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/>
 - o 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:
 - o 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.
 - o 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 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 13th 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 8. 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.

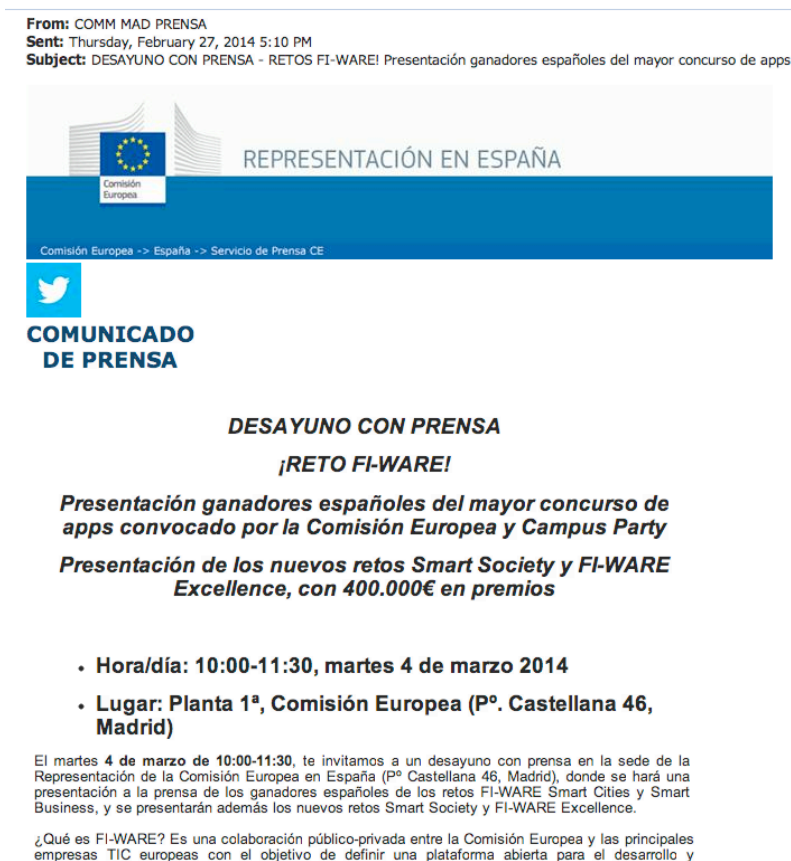


Figure 9. Part of the text included in the emails that announced the Press Call



Figure 10. The Press Call as it appeared in the EC's website

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



Figure 11. 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 12. 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 Awareness¹¹

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 D12.5.2. 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

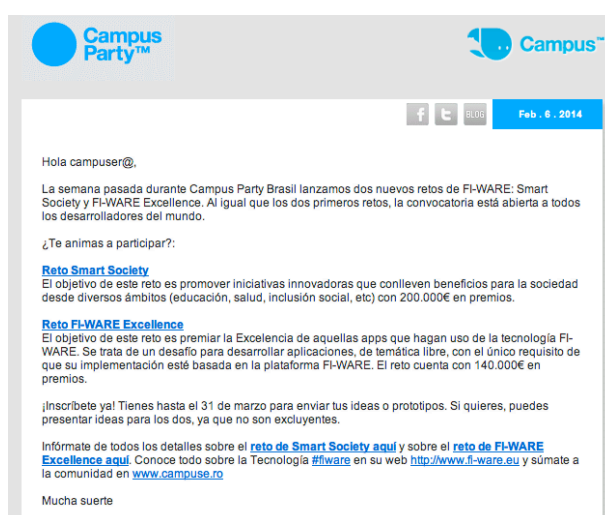


Figure 13. Email sent to the Campusero database on February the 6th

- 2) February 24th: Reminder #1

¹¹ 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 14. 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:

<p>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</p>	
--	--

<p>Generation of content to populate social networks and web portals</p>	
<p>Press Kit</p>	<p>Please see Annex I. Press release sent through Futura Networks' communication departments in Europe, Brazil, Ecuador, Colombia and Mexico</p>
<p>Monitoring the #FIWARE800K hashtag</p>	
<p>Coordination with Ryan Heath (Press Department of the European Commission) for the dissemination of the FIWARE challenges through key accounts (e.g. Neelie Kroes)</p>	
<p>In addition to this, Futura Networks conducted several advertising</p>	<p>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</p>

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


	 <p>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.</p> 
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Figure 15. 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.



Figure 16. 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.



Figure 17. Mail sent on March the 19th (Spanish version)

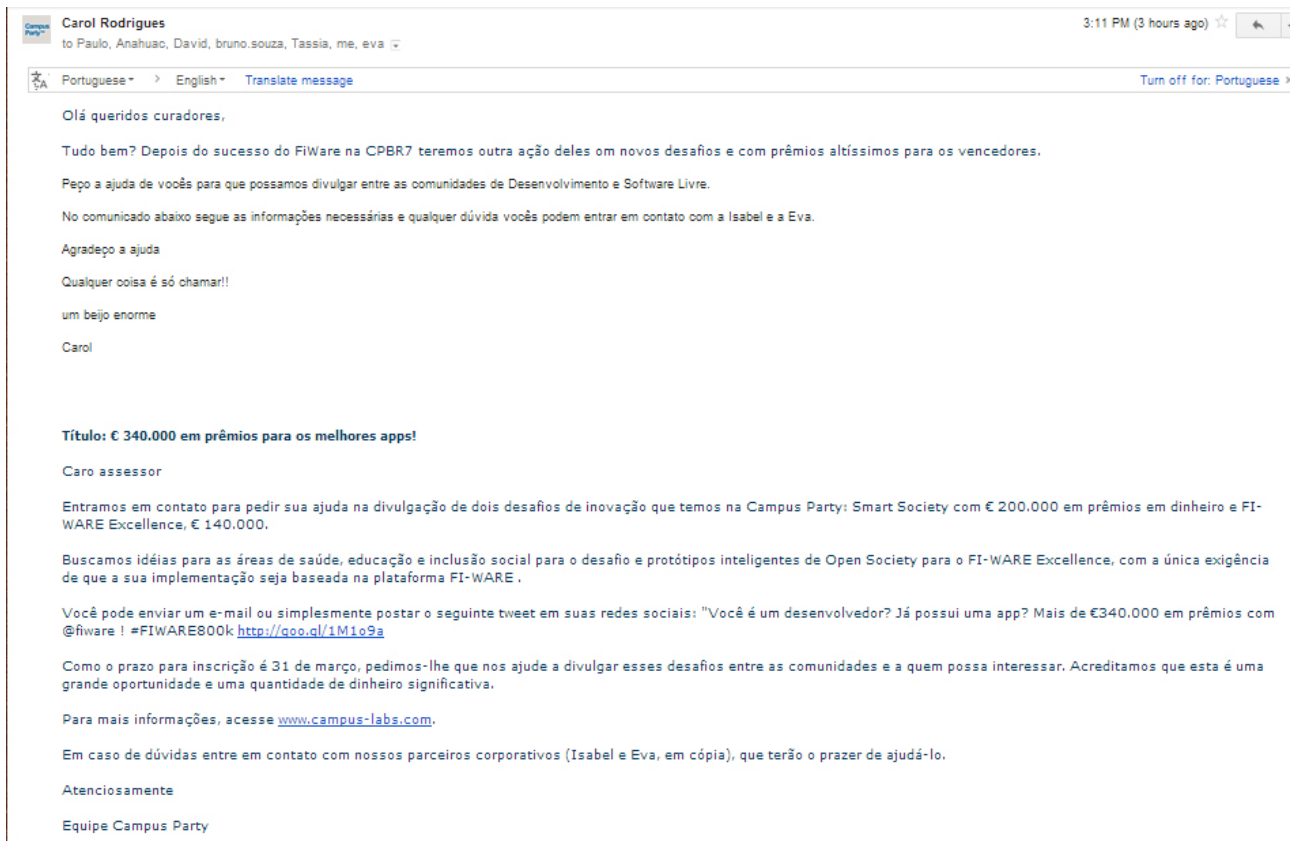


Figure 18. A different mail as sent on the 20th of March (Portuguese version)

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.

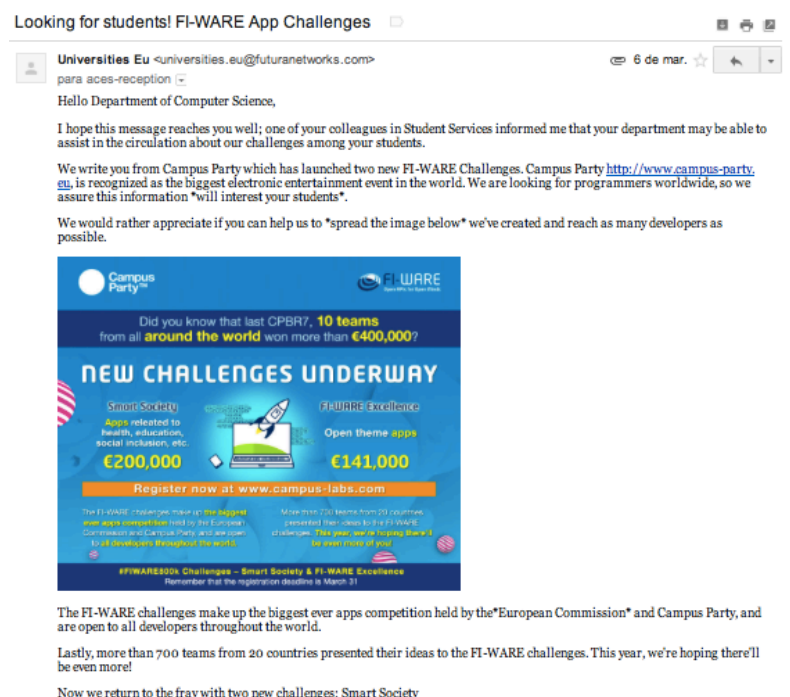


Figure 19. Contacting EU-based universities

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 19/03/2014 <https://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>

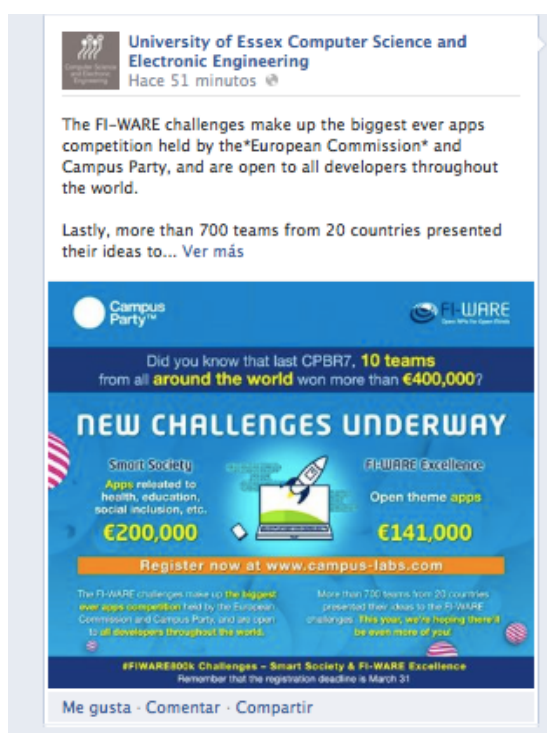


Figure 20. The University of Essex CSEE account, displaying information on the challenges

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 21. 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 22. 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 Politehnica 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 23. Tweets and retweets of the EPS faculty, University of Les Illes Balears

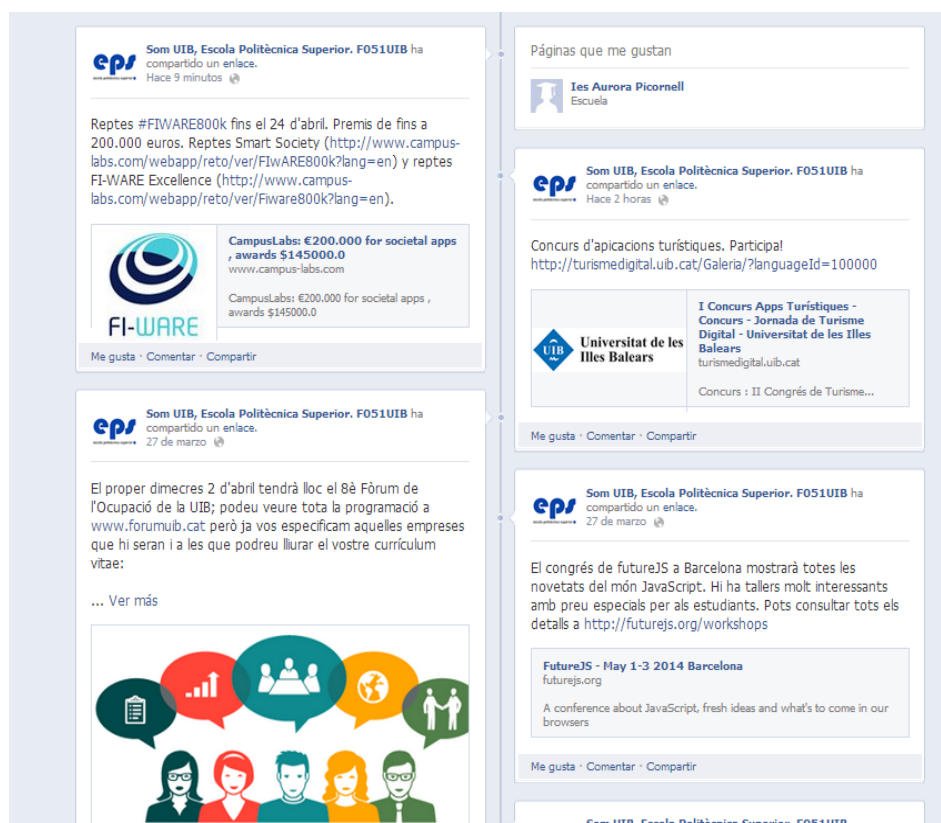


Figure 24. Facebook profile of the EPS faculty, displaying information about the FIWARE Challenges

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



Figure 25. 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 apps¹² 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 26. 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.

¹² Starting with the term "Social Ap" as published under the following: Overlaps Top 25 Best Rated Apps, Digital Health World Cup, Google Cloud Developer Challenge, The App Date, M-Inclusion, and others.

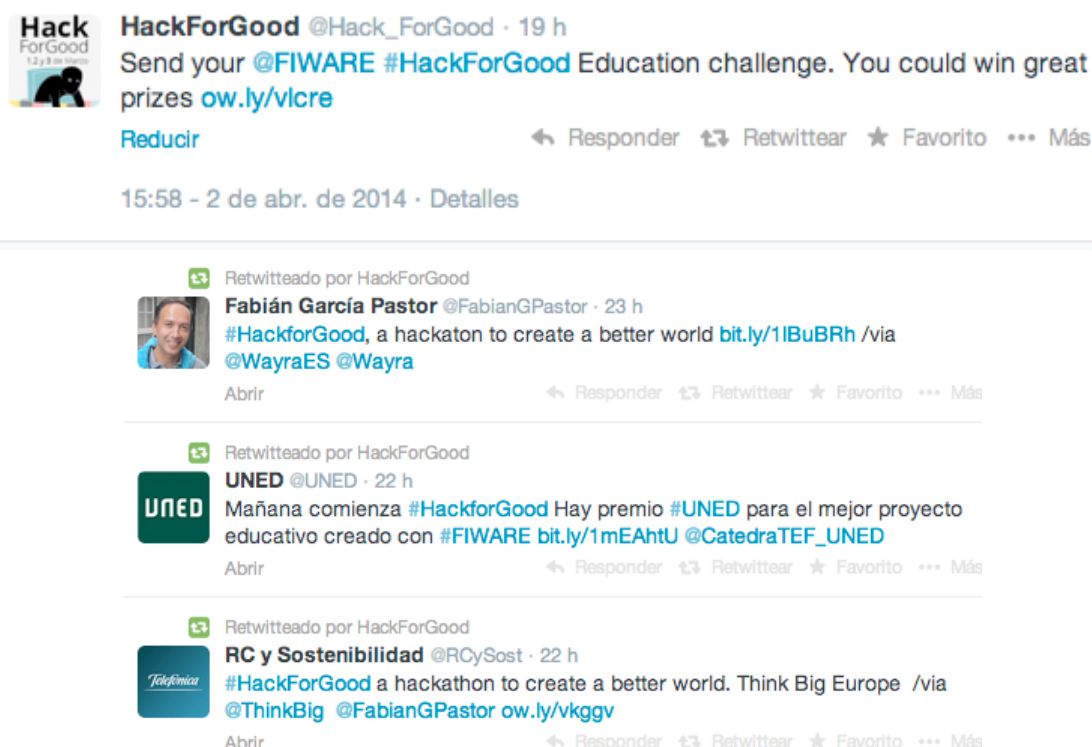


Figure 27. HackForGood collaborating with the FIWARE Challenges

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 28. 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://wwwwhatsnew.com/> paid campaign that included the following banner on their page:



Figure 29. Banner on the WWWhatsnew page



Actions in their social networks accounts:

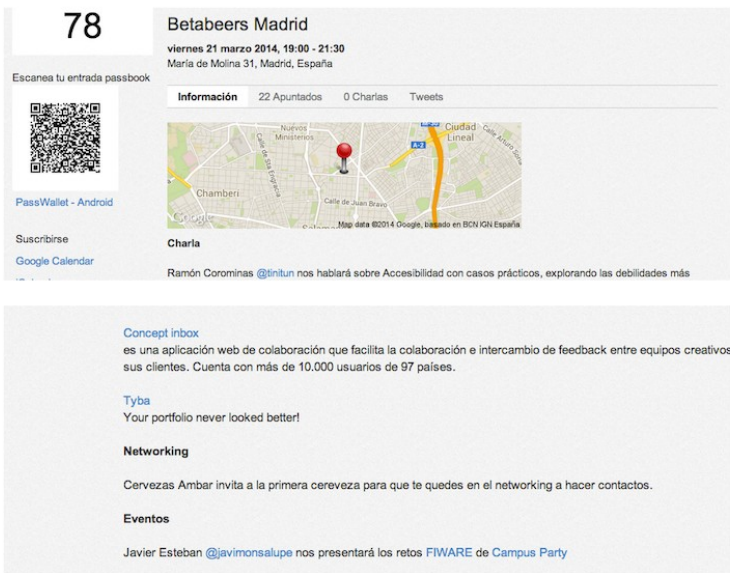


Figure 30. The Wwhatsnew Twitter account and the FIWARE challenges

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

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

<p>March 10th</p>	 <p>http://betabeers.com/blog/fi-ware-lanza-dos-nuevos-retos-apps-mas-340000eur-premios-90/</p>
<p>March the 13th</p>	 <p>Dissemination through the App Date: http://madrid.theappdate.com/smart-society-y-fi-ware-excellence-los-nuevos-retos-de-fi-ware-y-campus-party/</p>

<p>March the 21st</p>	 <p>Presentation of the challenges at Betabeers, Madrid http://betabeers.com/event/betabeers-madrid-1613/?go=1#</p>
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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 31. The Digital Agenda Twitter account echoing the Smart Society challenge

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



Figure 32. 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 through 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 33. 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 Final Challenge (FIWARE Excellence)¹³

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 Competition was launched in two phases by Futura Networks, S.L., with the rules made public through the web site www.campus-labs.com on January the 27th, 2014. During the first phase of the challenge (from January 27th to April 24th), 126 participants registered and 26 presented their ideas.
- The best ideas, with a mark equal to or higher than 7 points, were selected among the proposals submitted before deadline. These eventually amounted to 5 projects. Such finalists were selected by our judging panel that evaluated 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 evaluation/selection process was much easier than the case of the Smart Society challenge. Being much fewer projects, it was quick to distribute them among the different members of the jury. Two members of the jury evaluated each project. After collecting the evaluation forms, these were reviewed to check whether any mistake existed, especially in how the forms were filled in. This time no anomalies were found. After this first sanity check, a unique filter was set, by which only those proposals that scored 7 or more points were selected for the final.

FROM	MARK	PROJECT	Project Leader	Country
FI Excellence	7,3	Mapencil (Geo Sketch)	Ihab Abusafa	Saudi Arabia
FI Excellence	7	Spring	Marian Claudiu Moldovan	Spain
FI Excellence	7	Small Signals	Jorge Artieda	Spain
FI Excellence	7	Midnight VIP	Beatriz Justo	Spain
FI Excellence	7	Local Offer	Mak Sophea	Cambodia

- In accordance with the rules of the contest, other projects – with a mark of 7 or more points – were selected among the finals of previous challenges. Thus, 6 more teams were chosen as finalists coming from the Smart Cities challenge and 6 more from the Smart Business & Industry challenge.
- Eventually, on 17th of October 2014, and once the final of the Smart Society challenge had been celebrated, no teams with a mark of 7 or more points were found, and so none was eligible to complete the panel of the FIWARE Excellence challenge. This was the pre-final list of finalists from other previous challenges.

¹³ An analogous – but different – chapter exists in D12.5.2 about the FIWARE Smart City challenge

FROM	MARK	PROJECT	Project Leader	Country
Smart Cities	8,5	Fi-Guardian	Marcos Marconi	Brazil
Smart Cities	8	Sparky	Alejandro SantaMaria Arza	Mexico
Smart Cities	7,5	Smart Box	Francisco Javier Herrero Sánchez	Spain
Smart Cities	7	La Urbo	Daniel Lima	Brazil
Smart Cities	7	Apparkart	Marco Vereda Manchego	Spain
Smart Cities	7	Cares	Juan Manuel Romero	Mexico
Smart Business	8,5	Foodloop	Christoph Müller-Dechent	Germany
Smart Business	8	SmarTaxi	Federico López	Spain
Smart Business	7,6	Context	Félix Joel López Salcedo	Spain
Smart Business	7,5	FoneSense	Christian Ryder	Ireland
Smart Business	7	Wadjet	Xabier Chao	Spain
Smart Business	7	Interact	Stelios Sotiriadis	Greece

- Up to this point, the jury had selected a total of 17 teams. SmarTaxi, though, had to abandon the competition as indicated in Chapter 3, since their members had become partners of the FIWARE consortium
- Finally, at this stage, the 16 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 called¹⁴ “*FIWARE PPP – Conectando las ciudades a la internet del futuro*”, hosted in Spain and promoted by the councils of Las Palmas, Seville and Valencia, MINETUR¹⁵ 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 Excellence Challenge 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. 9 of the 16 teams physically attended the final phase. The

¹⁴ FIWARE PPP – Connecting the cities to the FI

¹⁵ Spanish Ministry of Industry, Energy and Tourism

other seven projects not attending were: (1) Mapencil (GeoSketch), (2) Midnight VIP, (3) Local Offer, (4) Sparky, (5) La Urbo, (6) Context, and (7) Cares.

- The final, held during the multipurpose event that involved the ULPGC in Las Palmas de Gran Canaria (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 and during the remaining of the event (on-the-spot guidance in order of request).
 - The presentation of the final projects was performed on the evening of the 16th of October.
- 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 First Ideas Selected to participate in the Final Phase of the FIWARE Excellence challenge”.

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 FIWARE Excellence Challenge: finalists

The reader is referred to D12.5.1 for all the statistics of the Smart Cities and Smart Business challenges¹⁶. For the sake of simplicity, we are focusing chapter 6.2 in the projects that reached the Excellence’s final by directly applying to this challenge; not coming from others.

Just as the reader has been introduced to in Chapter 3, during the first phase of the challenge, 126 participants registered to the Excellence challenge, and eventually 26 presented their ideas. The best ideas, with a mark equal to or higher than 7 points, were selected among the proposals submitted before 11:59pm GMT on April the 24th, 2014. These amounted to 5 projects.

The distribution, per country, of those 26 valid projects is shown in the following chart:

Argentina	1
Brasil	1

¹⁶ We do not refer the reader to D12.5.2 in this chapter since no project from the Smart Society competition was eligible for its participation in the Excellence final.

Cambodia	1
Colombia	1
Ecuador	1
France	1
Italy	1
Mexico	1
Russia	1
Saudi Arabia	1
Spain	15
Venezuela	1

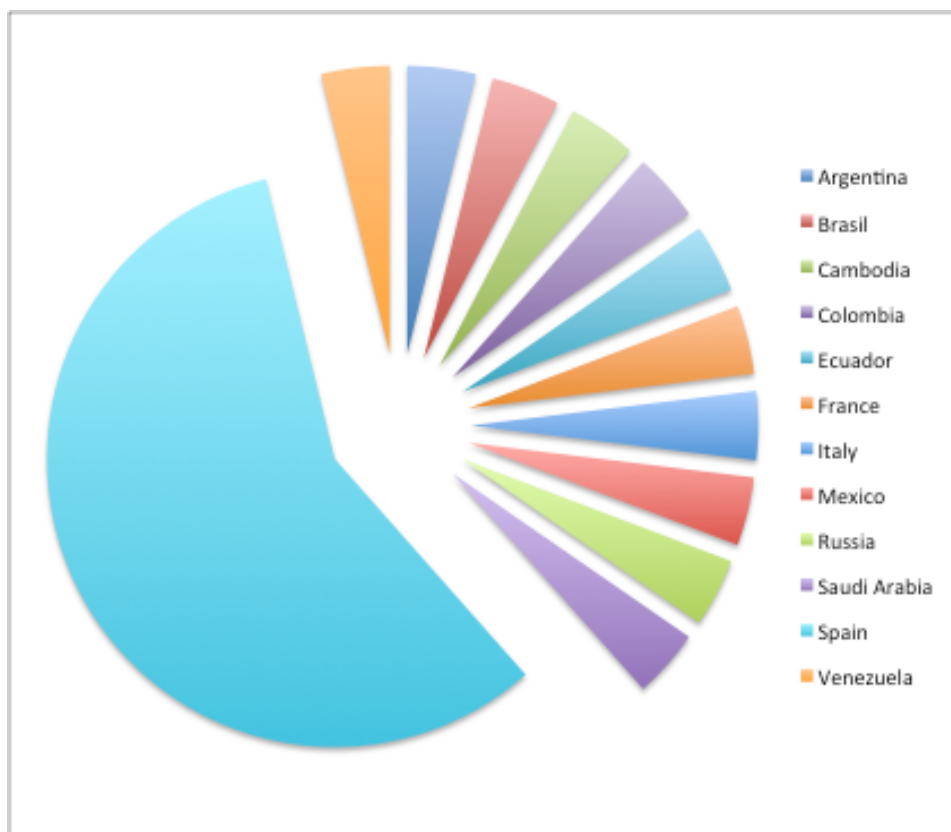


Figure 34. Distribution per country

Two of the teams were led by a woman, and 24 of them were led by a man.

Eventually, the teams selected were from Spain (3), Saudi Arabia (1) and Cambodia (1). Interestingly, the two teams led by a woman ended up in the group of finalists, better balancing the gender ratio to 40% women-led projects vs. 60% men-led projects.

Following is a more detailed description of the projects. The “Name” field displays only the name of the team’s representative. As mentioned before, the reader is referred to D12.5.1 for all the

descriptions of the projects that proceeded to the FIWARE Excellence final coming from the Smart Cities and Smart Business challenges¹⁷.

1. Mapencil (Geo Sketch)

Name: Ihab Abusafa

Country of origin: Saudi Arabia

Brief description of the project:

Mapencil (GeoSketch) lets you draw on a map with a variety of tools to express your thoughts, make a point or just simply edit things. Express thoughts quickly and easily on any location on a map! Share ideas with coworkers and friends! Since GeoSketch works in your browser, there is nothing to download or install. Publish when you are ready to share your thoughts.

2. Spring

Name: Marian Claudiu Moldovan

Country of origin: Spain

Brief description of the project:

What happens if we gather people, machines and cities in a global network? We have Spring: an platform where geeks, developers and users collaborate together to improve their quality of life

3. Small Signals

Name: Jorge Artieda

Country of origin: Spain

Brief description of the project:

SmallSignals is an Internet of Things platform for environmental control. Using this technology, we are developing our own range of products. These products include: a Ph meter, a water temperature meter, a water flow sensor, a light-temperature-humidity module, a soil humidity sensor, a remote operated relay switch and an Ethernet gateway. A mobile app allows the user to monitor the measurements, recover the historical data and perform actions over the actuators and relays. Also data from different origins can be mashed up into the mobile or the cloud application to use it on the control logic.

4. Midnight VIP

Name: Beatriz Justo

Country of origin: Spain

Brief description of the project:

Midnight VIP is a service that offers discounts and offers for a night-out; and it is available on the iPhone, Android and Web. They are like "El Tenedor" Spanish app for going out at night.

5. Local Offer

Name: Mak Sophea

Country of origin: Cambodia

Brief description of the project:

¹⁷ We do not refer the reader to D12.5.2 in this chapter since no project from the Smart Society competition was eligible for its participation in the Excellence final.

With the current rise of development in Cambodia, many locals have become more aware of their options regarding shopping experiences, purchasing power, and even availing of discounts.

Due to the rise and improvement of commercialism, many establishments feel the need to reach out to their possible customers in various ways. As such, LocalOffer aims to extend help to both consumers and establishments alike. For establishments and business owners, LocalOffer provides them with a way to promote their products and services to a wider range of possible consumers. For consumers, LocalOffer allows users to find the best deals and good finds, coupons, and discounts that establishments may be offering. As a result, both parties are happy as both are able to acquire some sense of gratification and both parties are also able to reap benefits by having their needs met.

LocalOffer is a web application that works well on desktops as well as mobile phones. Through this application, users are able to browse through several categories of products and items that feature discounts, vouchers, and other great deals. All users need to do is simply sign up and click on the products or deals that they want to avail of.

6.2.1 Awarded projects

The Jury of the FIWARE Excellence Challenge met in the premises of the University of Las Palmas de Gran Canaria, Spain. Nine of the sixteen finalists physically attended and presented to the Jury their final prototypes on the 16th of October 2014, during the FIWARE Multisite Event that took place simultaneously in Seville and Las Palmas. The Jury unanimously made the following decisions:

- **FIRST:** Due to the high quality and FIWARE standards presented, the Jury agreed to give two “First Prizes”, amounting to 25,000 EUR each, to: (1) FI-GUARDIAN [Brazil], leader: Marcos Marconi, and (2) FONESENSE [Ireland], leader: Christian Ryder.
- **SECOND:** Due to the high quality and FIWARE standards presented in IoT, the Jury agreed to give TWO “Excellence in IoT” Prizes, amounting to 10,000 EUR each, to: (1) SMALL SIGNALS [Spain], leader: Jorge Artieda, and (2) WADJET [Spain], leader: Xabier Chao.
- **THIRD:** To give unanimously the “Excellence in User Interface” Prize, amounting to 10,000 EUR to: SPRING [SPAIN], leader: Marian Claudiu Moldovan.
- **FOURTH:** Among all the projects presented, the Jury did not find any that matched and qualified for any of the four remaining prizes, and thus unanimously decided not to give any prizes in the “Excellence in Robotics”, “Excellence in Real-time data and Multimedia Processing”, “Excellence in Big Data” or “Excellence in Security” categories.



Figure 35. The FIWARE Excellence finalists and the jury members

7 Conclusions¹⁸

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 –

¹⁸ This chapter is shared with D12.5.2. 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

<p>January, 28th: Press release announcing the winners of the first two challenges plus announcement of new challenges</p>	<div data-bbox="948 495 1347 555">  </div> <p>Uma equipe brasileira é a vencedora do desafio</p> <p>Smart Cities da FI-WARE</p> <p>O primeiro prêmio de R\$ 250.000 mil vai para o projeto FI-Guardian</p> <p>Espanha, México, Venezuela, Rep. Dominicana e Equador também trouxeram seus projetos</p> <div data-bbox="810 824 1347 1055"> <p>São Paulo, 1º de fevereiro de 2014.-</p> <p>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.</p> <p>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.</p>  </div>
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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

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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: Efrén Robledo in Eventos, General marzo 16, 2014 0 90 Views



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 beneficiar a los usuarios 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 públicas 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-participantes-antes-del-31-de-marzo/>

Kä. Volta

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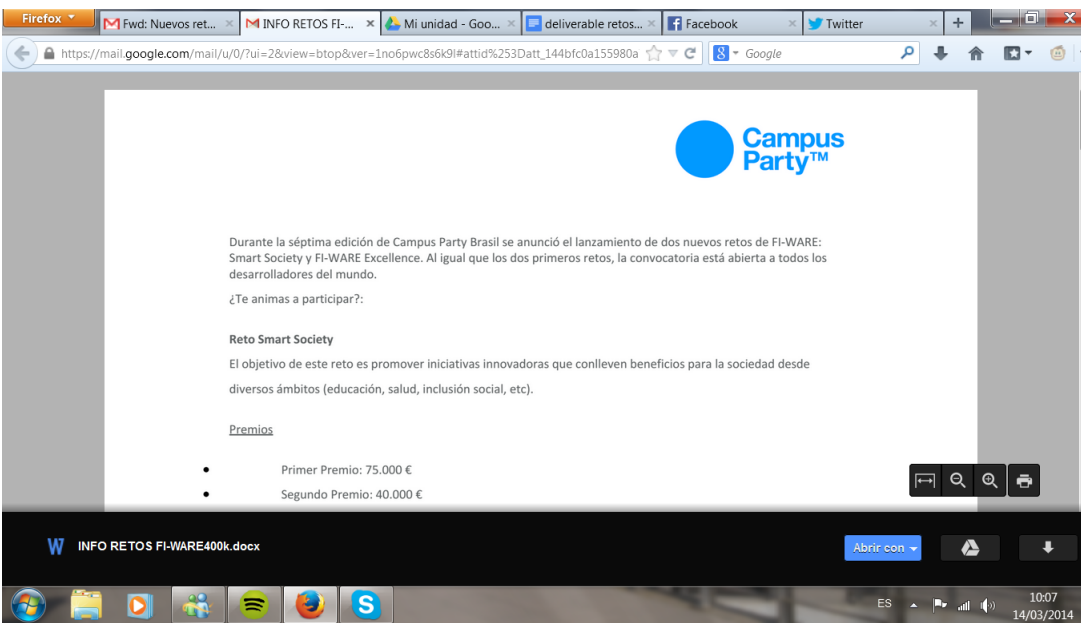


Retos: "Smart Society" • "FI-WARE Excellence" #FIware800k





- 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



<p>March 13th: Reminder to the database of developers</p>	
<p>March 27th: Press release about the extension period</p>	
<p>April 4th: Press release about the FIWARE Lab</p>	

<p>April 14th: Press release about the jury</p>	<div style="display: flex; justify-content: space-between; align-items: center;">   </div> <p style="text-align: center;">EL JURADO DE LOS RETOS FI-WARE VALORARÁN LA INNOVACIÓN DE LOS PROYECTOS Y CÓMO RESUELVEN PROBLEMAS REALES</p> <ul style="list-style-type: none"> • 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 <i>apps</i> que beneficien a la sociedad, y FI-WARE Excellence, que busca la mejor aplicación de temática libre. <p>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.</p>
<p>April 22nd: Press release during the week and note about the proposals received</p>	<div style="display: flex; justify-content: space-between; align-items: center;">   </div> <p style="text-align: center;">MÁS DE 300 APPS SOCIALES Y EDUCATIVAS DE TODO EL MUNDO COMPETIRÁN EN LOS RETOS FI-WARE 2014</p> <ul style="list-style-type: none"> • 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. <p>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</p>

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) NOTICIAES <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.iberamerica.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

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Ing

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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://www.whatsnew.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.blogic.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

<p>January 30th. Press release announcing the winners of the two first challenges plus the new challenges ahead</p>	<div style="text-align: center;">  <p>FI-WARE launches two new <i>apps</i> challenges</p> <p>More than €340,000 in prizes for open-themed social applications</p> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="width: 60%;"> <p>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.</p> </div> <div style="width: 35%;">  </div> </div>
<p>March 10th. “Winning apps becoming a reality”</p>	<div style="text-align: center;">  </div> <p style="text-align: center;"> </p> <p style="text-align: center;">WINNING APPS OF THE FI-WARE CHALLENGES, PROJECTS FOR THE BENEFIT OF THE SOCIETY</p> <ul style="list-style-type: none"> • 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. <p>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.</p> <p>FoodLoop is one of them. This is an application created by German's entrepreneurs which offer solutions</p>

<p>March 27th. Press release about the deadline extension</p>	<div style="text-align: center;">  </div> <p style="text-align: center;">EUROPEAN COMMISSION REWARDS APPS THAT BEST BENEFIT SOCIETY WITH €200,000</p> <ul style="list-style-type: none"> • 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. <p>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 Campus Labs platform get a chance to improve</p>
<p>April 4th. Press release about the FIWARE Lab (formerly FI-LAB)</p>	<div style="text-align: center;">  </div> <p style="text-align: center;">FI-LAB, AN EXPERIMENTAL LAB HELPING DEVELOPERS TO OVERCOME THE FI-WARE CHALLENGES</p> <ul style="list-style-type: none"> • 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. <p>Madrid, 4th April 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.</p> <p>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.</p>

<p>April 14th. Press release about the jury of the challenges</p>	<div style="display: flex; justify-content: space-between; align-items: center;">   </div> <p style="text-align: center;">THE JURY OF THE FI-WARE CHALLENGES WILL TAKE INTO ACCOUNT THE INNOVATION OF PROJECTS AND HOW TO SOLVE REAL PROBLEMS</p> <ul style="list-style-type: none"> • 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. <p>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</p> <p>For the members of the jury, one of the main requirements is that projects could solve real problems for</p>
<p>April 22nd. Press release during the very last week</p>	<div style="display: flex; justify-content: space-between; align-items: center;">   </div> <p style="text-align: center;">OVER 300 SOCIAL AND EDUCATIONAL WORLDWIDE APPS WILL COMPETE IN THE FI-WARE CHALLENGES 2014</p> <ul style="list-style-type: none"> • 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. <p>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</p>

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>

