

**Private Public Partnership Project (PPP)**

Large-scale Integrated Project (IP)



**D.12.7: Report on CoS Brussels Event**

**Project acronym:** FI-WARE

**Project full title:** Future Internet Core Platform

**Contract No.:** 285248

**Strategic Objective:** FI-ICT-2011.1.7 Technology foundation: Future Internet Core Platform

**Project Document Number:** ICT-2011-FI-285248-WP12-D.12.7

**Project Document Date:** 2015-01-20

**Deliverable Type and Security:** PU

**Author:** Chamber of Commerce of Spain



# 1 Introduction

The High Council of Chambers of Commerce entered the FIWARE project in response to the First FIWARE Open Call for selection of additional beneficiaries in May 2013, with the responsibility of organizing an event in Brussels to disseminate FIWARE results and opportunities for the public and private sectors to benefit from FIWARE results.

The activity was planned to take place when those results will be produced and the potential benefits for potential users make tangible, therefore in the final stages of the project. In principle the activities should have taken place before May 2014, but as FIWARE was extended, also was the possibility of organizing the event later than scheduled. As the event's goal was to disseminate project results it was finally decided to organize in on 17<sup>th</sup> July 2014.

## 1.1.1.1 *Organization description*

The Official Chamber of Commerce, Industry, Services and Navigation of Spain (Chamber of Commerce of Spain) is a Corporation by Public Law that has been created by the new Basic Law of Chambers of Commerce in Spain, 4/2014, dated on 1<sup>st</sup> April 2014, based on the previous High Council of Official Chambers of Commerce, Industry and Navigation.

The Law establishes that the Official Chamber of Commerce, Industry, Services and Navigation of Spain had to be constituted before 31 January 2015 and stipulates that all assets and liabilities of the former High Council of Chambers of Commerce will be transferred to the new Chamber of Commerce of Spain.

The constitution of the Chamber of Spain took place on 19th November 2014. That means that during most of the project implementation time, activities had been carried out as High Council of Chambers of Commerce, and therefore are reported as such in this document. However, at the time of the preparation of the report the High Council has become the Official Chamber of Commerce, Industry, Services and Navigation of Spain (Chamber of Commerce of Spain).

Both the previous High Council and the new Chamber of Commerce of Spain have the same nature and goals as the Chambers, and their main propose is to represent, coordinate and network all Chambers, as previously was for the High Council of Chambers of Commerce.

Promoting business innovation and R&D transition to market is a common activity of the Spanish Chambers of Commerce, led by the High Council of the Chambers (Chamber of Commerce of Spain). As examples, during the current programming period of the Structural Funds (2007-2013), the Chamber of Spain, (previously High Council of Chambers of Commerce) manages:

- An 18 million euro program to facilitate effective application of innovation and R&D improvements in companies. Through this program, multiple events and workshops has been organized with researchers and companies.
- A 5 million euro project to promote digital economy among the SMEs.

One of the five strategic action lines of the Chamber of Spain is the facilitation of innovation and competitiveness of the Spanish companies, especially of SMEs. The Chamber of Spain promotes and coordinates initiatives that support the implementation of the digital economic in the Spanish SMEs.

For the programming period of Structural Funds 2014-2020 the Chamber of Spain is going to manage 30 million Euros in actions in favour of access of SMEs to the digital economy.

At international level, Chamber of Spain (previously High Council of Chambers of Commerce) is member of the Association of European Chambers of Commerce and Industry (EUROCHAMBRES), where 26 EU countries are represented as well as other 20 countries from Eastern Europe, West Balkans, Mediterranean, EFTA, etc. Established in 1958 as a direct response to the creation of the European Economic Community, EUROCHAMBRES acts as the eyes, ears and voice of the business community at EU level. EUROCHAMBRES represents over 20 million businesses in Europe through 45 members (43 national associations of chambers of commerce and industry and two transnational chamber organisations) and a European network of 1700 regional and local chambers. More than 93% of these businesses are small and medium sized enterprises (SMEs). Chambers' member businesses employ over 120 million.

#### **1.1.1.2 *Participating staff***

The working team of the Chamber of Spain for this project has been led by Aurelio Jiménez, who has worked with the DG Connect (European Commission) and some other private entities in the implementation of the Start-up Europe Platform with the objective of promoting web entrepreneurship. Aurelio is Engineer and MBA, has more than fifteen years of experience in public policies, socioeconomic development and EU projects. Since five years ago works specifically on entrepreneurship for INCYDE, a Foundation of the Spanish Chambers of Commerce promoting e entrepreneurship and supporting start-ups.

While he has been responsible for the coordination with all the participants and FIWARE partners, he was been assisted by the Chamber's European Project Responsible, Cristina San Cristóval. She is responsible of the promotion and coordination of the participation of local Chambers of Commerce and departments of the Spanish Chamber in EU initiatives. She has been in charge of the coordination of the activities of the Spanish Chamber in the FIWARE project with other Spanish Chambers activities and of the relationship with the Delegation in Brussels and with EUROCHAMBRES.

For the workshop organization, the permanent staff of the Delegation of Chamber of Spain in Brussels has been in charge of the preparation and management of the logistics of the event: promotion and dissemination, relation with providers, etc. Since October 2013 the Delegation has a new Head of Delegation, Héctor Benítez, who also moderated the event. At the Delegation also have been working in the project a project manager, José Luis Perez Lozano and an assistant, M<sup>o</sup> Jose Gonzalez.

#### 1.1.1.3 *Cooperation with other FIWARE partners*

The reported activity has been led by the High Council of Chambers of Commerce, with the support of Ogilvy, a major stakeholder in the communication strategy of FIWARE. Ogilvy team has helped staff from the Chamber of Spain to define the target audience, the message to be communicated and the right time to do it. It has also helped with the design of the communication tools: agenda, brochure, invitations, etc. Beside some meetings of all partners involved in the communication activities, the first ad hoc meeting took between Ogilvy and the High Council of Chambers of Commerce took place in July 2013 and since then the work has been fluent and lead to the final conference in Brussels on 17 June 2014.

Some of the existing communication tools were also provided by Ogilvy and given to the audience (notebooks and pens) or employed during the conference (roll ups, power point templates, etc.)

## 1.2 Objectives

The objective of the conference as stated in the proposal was to contribute to the FIWARE impact. This broad and vague objective required a fine tuning and a more concrete definition in order to define the best way to design the conference in Brussels.

That required a deep knowledge of the FIWARE project, its objectives, the activities implemented to reach these objectives, the difficulties encountered and how could the conference contribute to overcome those difficulties.

A first concrete objective was to present FIWARE, and those of its component that had achieved more tangible results or where contribution from the public and private sector was required. The objective was to show how FIWARE and its products will benefit SMEs, Start-Up's and Public Administrations in different fields. Also to provide the target audience with examples and guidelines on how they can contribute to this.

## 1.3 Target audience

It was clear from the beginning that the target audience of the conference should not be the participants in FIWARE but a broader audience with little previous knowledge on the future of Internet and FIWARE. Two target groups were identified:

- Private sector and its multipliers: not specifically developers but mainly the broad entrepreneurial community, individually or represented by Chambers of Commerce and other business associations, that could later disseminate FIWARE and the Future Internet among their members

- Public sector and other big data providers: Representatives from regions and cities, and other big data providers as hospital, transport providers, etc.

## 2 Description of the activity implemented

To implement this activity, the following tasks were developed:

### 2.1 Identification of topics to be covered, potential speakers and organization of interventions

The selection of topics covered and potential speakers was done with the support of Ogilvy. Several meetings took place between staff of the High Council of Chambers of Commerce of Spain and Ogilvy's.

Four different blocks of interventions with their own specific objective were identified:

- Conference: *"The Future Internet: A European initiative turned into real products."*
  - Explaining the value of FI and looking into the future (special emphasis on the commercial side of the products, the benefits for companies and public administrations, etc.). Business-oriented, not technical.
- Round Table: *"Future Internet Showcase."*
  - A set of developers that already have used the platform to create real apps. Ideally coverage of vertical markets and/or Smart Cities, Smart Businesses and the like.
- Open Discussion: *More information and call to action.*

A moderated interactive session with the objective of:

- Provide target audience with clear points of contact to get more information and details, depending on their needs and preferences.
  - Provide target audience with information on how they could contribute and benefit from the project by multiplying awareness among their stakeholders:
- Q&A and Closing.

### 2.2 Selection of the venue and the date

Once the first idea of the conference was clear, we decided to ask the Committee of the Regions to hold the event at its premises. The Application was presented on 7<sup>th</sup> March 2014, and several dates during the month of June were proposed.

The final approval of the event by the Committee of the Regions was notified to the Chamber of Spain on 11<sup>th</sup> April 2014, together with the day and room assigned (17<sup>th</sup> of June 2014, Room JDE 53) and detailed information and instructions on how to proceed afterwards. The room has 62 seats plus the speakers seats.

## 2.3 Elaboration of the draft program proposal

Taking into account the objective and the target groups, a first outline of the agenda was formalized, under the title “Future Internet: Smart Products for a Small Digital Europe”, following the FIWARE claim “Open Data for Open Minds” and its derivatives.

| Time        | Contents and Speakers  |
|-------------|--|
| 9.00 – 9.30 | <b>Welcome &amp; intro speech</b>  |
| 9.30-10.00  | <b>Conference</b><br><br><i><b>“The Future Internet: A European initiative turned into real products.”</b></i><br><br>Keynote Speaker (tbd), ideally from outside FI-PPP and EC, explaining the value of FI and looking into the future (special emphasis on the commercial side of the products, the benefits both for companies and public administrations, etc.). Business-oriented, not technical.   |
| 10.00-11.00 | <b>Future Internet showcase</b><br><br>A set of projects based on FIWARE tech to develop products/services. Ideally coverage of vertical markets and/or Smart Cities, Smart Businesses, etc.<br><br>Target participants: <ul style="list-style-type: none"> <li>• Winners of the Challenges (awarded in CampusParty Brazil in Rio in Feb 2014).</li> <li>• FI-PPP use cases that embrace FIWARE and FI-Lab as a product solution.</li> <li>• Other cases outside FI-PPP, especially interesting if coming from one of the cities that already placed their data open in the platform.</li> </ul> |
| 11.00-11.30 | <b>Coffee break</b>  |
| 11.30-12.00 | <b>Open data for open apps</b><br><br>A session to bring the experience of Administrations and/or companies that had opened data to FIWARE.<br><br>Target participants: <ul style="list-style-type: none"> <li>• Administrations with data opened to FIWARE (Trento, Santander,...)</li> <li>• Other entities with data opened to FIWARE (from other cases in FI-PPP).</li> </ul>  |
| 12.00-12.45 | <b><u>Round table: More information and call to action.</u></b><br><br>A moderated interactive session with the objective of: <ul style="list-style-type: none"> <li>• Provide target audience with clear points of contact to get more</li> </ul>   |



|  |  |
|--|--|
|  | <p>information and details, depending on their needs and preferences.</p> <ul style="list-style-type: none"> <li>• Provide target audience with information on how they could contribute and benefit from the project by multiplying awareness among their stakeholders: <ul style="list-style-type: none"> <li>○ FI-PPP Objective 1.8 Open Calls for SMEs. (Will be open or about by ECFI event timeframe)</li> <li>○ Addressing Public Administrations to join the platform. What are the benefits for these actors.</li> <li>○ Addressing Vertical Markets (Health, Agri-food, etc.). Liaise with FI-PPP Use Cases.</li> </ul> </li> </ul> <p>Representatives from the showcase and the current users</p> |
|--|--|

Once the date, venue and agenda were established, organizers (Chamber of Commerce of Spain with the support of Ogilvy) started with the invitation of desired speakers. The speakers were brief on the purpose of the conference and the reasons for their invitation and what was expected from their participation. They were asked to present their cases in a non technical manner to a non expert audience.

## 2.4 Preparation of a brochure

The High Council of Chambers of Commerce of Spain, with the support of Ogilvy, prepared an ad-hoc brochure that was distributed during the event. The objective of the brochure was to support dissemination efforts done at the conference with additional information that could be kept by participants after the event and will help them to disseminate the information among their colleagues, taking into account that most of the representatives in Brussels of private associations, Chambers of Commerce, regions and cities are specialised on European affairs that will later report the received information to their headquarters all over Europe.

The content of the brochure follows this structure:

- What is FIWARE? The door to digital innovation is open in Europe
- The common elements of the future Internet
- Why FIWARE?
- An ambitious plan open to other regions worldwide
- Funding and support for innovative applications developed by SMEs and entrepreneurs
- Example: Smart Cities

The text of the brochure is replicated bellow

**Page 0**

## What is FIWARE?

The internet we use today was designed in the 1970s for purposes that bear little resemblance to its current and future usage. Mismatches between the original goals of its design and how the Internet is being used today are beginning to hamper its potential. Many challenges will have to be overcome (in technology, businesses, society and governance) if the future development of the Internet is to sustain the networked society of tomorrow.

FIWARE provides a real answer to these challenges with an innovative, open, cloud-based infrastructure for cost-effective creation and delivery of Future Internet applications and services, at a scale never seen before. FIWARE API specifications are public, royalty-free and driven by implementation, accelerating the availability of commercial products and services based on FIWARE technologies.

FIWARE has been created under the European Commission's [Future Internet Public-Private Partnership Programme \(FI-PPP\)](#) to be used by a wide spectrum of key actors (from entrepreneurs and SMEs to Public Administrations and large corporations) to help them save costs and offer better services while encouraging innovation all across Europe.

**Pages 1 & 2**

## The common elements of the Future Internet

The Internet we are experiencing today has invaded most aspects of life and society. It has changed our lifestyle, our work, our social interactions.

The Internet of the future is going to go way beyond that. It will not be a network to exchange information among computers any more, it will be a large infrastructure for information processing, storage and exchange.

Think of all the devices and sensors that are gradually connecting to the Internet. Right now we are starting to see connectivity everywhere, at all times, in anyplace and to anyone... generating an exponential growth of real world information that can be integrated in the virtual world, and increasing the interaction between both of them.

As part of this industry-driven collaborative program, FIWARE is creating a sustainable innovation ecosystem: a place where application sponsors (application customers, public administrations, investors) and application developers (entrepreneurs, SMEs and other companies) can meet each other. A genuine meeting point for innovation on the Internet.

Pages 3 & 4

## Why FIWARE?

Companies and Public Administrators will be able to save costs, offer better client services and gain prestige by connecting with innovation developers, sharing Open Data for them to work with.

Economical, Societal, and Political Benefits brought by the FIWARE Platform:

**From an economic perspective** many companies in the traditional ICT sector face difficulties concerning the transformation of their own business models into new areas, tackling commoditization and marginalization threats. To address this difficulty, a framework where new business models can be explored and validated effectively has to be created. Such a framework could help to cultivate an ecosystem comprised of agile and innovative service providers, which in turn consume services provided by the traditional ICT players.

**From the societal dimension**, the availability of a platform where stakeholders across different sectors (e.g., health care, logistics, energy management, sustainability, transport etc.) can cooperate while accelerating the development of new innovative services for European society across various sectors. Vertical and horizontal innovations in these areas will contribute to solve major societal challenges (e.g., Grand Societal Challenges identified by the EU Commission and EU Member States).

**From the political dimension**, legislative barriers presently hinder the efficient cross-border establishment of innovative solutions due to complex or incompatible ICT policies in different countries and regions. The identification of legal and regulative aspects that could be potential barriers for innovation in the Future Internet should thereby be investigated and appropriate mitigation actions should be identified and brought to the attention of policy makers. FIWARE will serve the purpose of revealing such barriers.

## Pages 5 & 6

# An ambitious plan open to other regions worldwide

The investment associated with this public-private partnership has reached dimensions never seen before in the ICT sector in Europe, involving a joint investment of more than €400 Million.

FIWARE has started to be used by developers who have provided positive feedback and the first commercial offerings will arrive later this year.

A key element is that FIWARE has been launched in Europe but it is open to other regions that share the same vision and goals. Agreements with other regions that share a similar view regarding open source platforms and open data storage are making FIWARE a global tool not just limited to Europe.

Thanks to this global ambition developers will benefit from the existence of a single set of standard APIs supported by reliable providers in each region.

## Pages 7 & 8

# Funding and support for innovative applications developed by SMEs and entrepreneurs

2014 is a key year for the development and implementation of FIWARE in projects developed by SMEs and entrepreneurs. Throughout the year FIWARE is going to promote innovation and development of Future Internet products in Europe by the funding companies and entrepreneurs:

The European Union will distribute 100 million Euros to fund and mentor companies and entrepreneurs who develop applications based on FIWARE technologies. The initiative will benefit more than 1,000 companies that will be selected through an open call process that begins in September<sup>1</sup>.

FI-Lab, FIWARE's open innovation lab, is expanding its capacity by means of adding several datacenter nodes. During 2014-2015, new datacenters will be opened in countries such as Italy, Greece, Czech Republic, Hungary, Sweden, Poland, Switzerland and France.

One of the most relevant domains for the application of FIWARE technologies is associated with Smart Cities. FIWARE will provide technologies that enable the leverage on Open Data that cities publish. FI-Lab is providing the opportunity of going one step beyond the mere publication of open data: the provision of technologies that ease exploitation of data from applications.

1.- For more detailed information contact [fiware-feedback@lists.FIWARE.eu](mailto:fiware-feedback@lists.FIWARE.eu)

Pages 9 & 10

## Smart Cities

Nowhere is the talk of the “connected everything” more apparent than in the concept of smart cities. And by smart cities we’re not just talking about a few apps that rely on social networks to report traffic incidents or a bus timetable on your smartphone – we’re talking about sensors, repeaters, gateways and informative screens to fuel various applications in areas such as public transport and mobility, environment, pollution, waste management, noise control, climatology, security, water management and health care.

This has been tested in Santander since September 2010 and it has established SmartSantander as a reference model for smart city projects throughout Europe. The project saw 20,000 devices installed, creating a real-life testbed for Internet of Things (IoT) and smart city applications.

## European FIWARE platform facilitates the creation of apps for the Internet of the Future to be implemented in the most advanced smart cities.

The initiative is intended to help build healthy ecosystems and ensure that the internet of things is not controlled by a small number of large companies. For example, cities will be able to publish their open data on FI-Lab so developers can create smart applications using this data with standard FIWARE APIs. Smart city applications developed and tested in one city can be replicated and amended in other cities, creating scale opportunities for developers. In fact, there are several cities already working to deliver their open data (both historic and real-time) on FI-Lab. This includes Lisbon (Portugal), Trento and Torino (Italy), Espoo (Finland), Santander, Sevilla, Malaga, Valencia, Las Palmas de Gran Canaria, and Sabadell (Spain).

This open approach will remove the barriers to ground-breaking innovation and energise developers and entrepreneurs to build the applications and businesses of the future. We are talking about real results, real jobs and real innovation. A European platform helping European innovation in European cities.

For more information visit [fi-ware.org](http://fi-ware.org)

## Images of the brochure



600 copies were done of the brochure. It was very successful and the remained copies were distributed upon request among participants including the representatives from the European Commission.

## 2.5 Invitations to the target audience

Several rounds of invitations were sent by email to the target audience by the Delegation of the Chamber of Spain in Brussels.

**Cristina Sancristoval**

**De:** Héctor Benítez  
**Enviado el:** miércoles, 11 de junio de 2014 19:02  
**Para:** carlos.rcocina@telefonica.com; david.frautschy@telefonica.com  
**Asunto:** Future Internet: Smart products for Smart Digital Europe", CoR, Brussels, 17 June 2014



Open Data for Open Minds

Dear Sir / Madame,

On behalf of Mr. Teruel, President of the High Council of Chambers of Commerce (Chamber of Spain), we have the honour to invite you to the conference:



### Future Internet: Smart Products for a Smart Digital Europe

Conference at the  
Committee of the Regions

June 17th 2014 | 09:00 - 13:00  
 Rue Belliard, 99-101, Bruxelles  
 Room LDE 53

This conference will provide you with information on how Europe is addressing the challenges of the new digital landscape and how your region and your businesses can benefit from the Future Internet Public-Private Partnership (FI-PPP) program and its technological platform, FI-WARE, co-financed by the European Commission.

The event will bring together key stakeholders to discuss how to accelerate the development and adoption of Future Internet Technologies and services to ensure that Europe is in the best position to capture the opportunities that will arise as a result of the new digital revolution that will affect all sectors of the economy.

In this context, EC representatives, FI-PPP industry oriented project use cases, Start-ups, SMEs, and political stakeholders will discuss how FI-WARE helps in products and services development and enterprise growth.

Due to the limited capacity of the venue, we kindly ask you to express your interest in attending this event. Registration will be closed when venue capacity reached.

**Register now** ➔

**Download the programme** ➔

\* Working language English.



The invitations were sent to the relevant contacts in the databases of the Chamber of Spain in Brussels, mostly colleagues from Eurochambres and other European Chambers of Commerce with representation in Brussels. Other institutions invited were large companies, and private associations, regions and municipalities with permanent representation in Brussels.

The Committee of the Regions also helped with the dissemination of the event and invited its member to participate.

The downloadable program contained additional information of FIWARE, the propose of the event and the last version of the detail agenda at the moment









## The door to digital innovation in Europe is Open

**FI-PPP** is the Future Internet Public Private Partnership. This partnership has been investing all its efforts since 2011 to create FI-WARE, the Future Internet Ware. A powerful and easy to use technology that is going to enable an European strategy to ensure that Europe is in the best position to capture the opportunities that will arise as a result of the new digital revolution that will affect all sector of the economy.

FI-WARE is the cornerstone technological product that will ease the creation of innovative products and services. It means Smart Cities, Big Data Analysis and Open Data, the Internet of Things, web 3D and augmented reality... If you haven't ever heard about these concepts its time you do !

Join us to learn what FI-WARE is and how it can help your company, your region or locality to overcome their challenges and achieve their goals in the new digital world.

We are living a new digital revolution. The Internet already has had a huge impact on the lives of individuals, businesses, governments. But, yet again, new trends are disrupting the whole (such as Smart Devices, Cloud or Big Data...) and, its impact in our global economy is going to be so crucial that there is no sector that can allow itself to ignore this fact.

Europe has decided to strategically position itself in this new wave of innovation, reacts quickly to this groundbreaking landscape to come and it has understood that the only way to achieve it is by joining forces: involving the public and private sectors, large corporations, local and regional governments, small and medium enterprises and citizens.

The path to make Europe become a global competitor in this new digital era is opening the doors to all of us and welcoming the Future Internet.




# Agenda

Welcome & intro speeches 9:00-9:30

Daniel Janssens  
Secretary General  
Committee of the Regions

Héctor Benítez  
Director of the Delegation in Brussels  
CSC, Chamber of Spain



Ilkka Lakaniemi  
FI-PPP enhancing European economic development and competitiveness  
Chairman of the FI-PPP. Vice-President of Digitalization and Renewal  
Finland Chamber of Commerce

Zoran Stančić  
Spreading innovation across Europe: the case of the Future Internet PPP  
Deputy Director General. DG Connect.  
European Commission



**FI-WARE**  
Open Data for Open Minds



Conference "The Future Internet:  
A European initiative turned into real products." 9:30-10:00

Benjamin Southworth  
Technology Evangelist, Community Builder, & Developer

Future Internet showcase 10:00 – 11:00


FoodLoop  
Avoiding unnecessary food waste  
Christophe Müller-Dechent  
Founder & CEO - FoodLoop GmbH

FI-Guardian  
Smart Monitor for Adverse Events  
Marcos Marinho Marconi  
Project Manager- VM9

FI-CONTENT  
Open platforms in Social Connected TV,  
Smart City services, Pervasive Games  
Pieter Van Der Linden  
Director of the Paris Research and Innovation Center - Technicolor

Coffee break 11:00-11:30

Open Data for Open Minds 11:30 - 12:00  
Open Data & Services for Open Minds  
Mr. Paolo Traverso  
Director of TrentoRise,  
The innovation catalyst Entity of the Province of Trento



Round table. "Building opportunities" 12:00 - 12:45

Participants:

Juanjo Hierro  
FI-WARE Chief Architect  
Telefónica I+D

Ilkka Lakaniemi  
Chairman of the FI-PPP. Vice-President of Digitalization and Renewal  
Finland Chamber of Commerce

Peter Fatelnig  
Deputy Head of Unit – Net Innovation - DG Connect  
European Commission

Q&A and Closing Remarks 12:45 - 13:00

Carl-Christian Buhr  
Member of the Cabinet of Ms Neelie Kroes  
European Commission

Cocktail – Networking 13:00 - 13:30

## Open Data for Open Minds

## 2.6 Participants in the event

The registration in the event has to been closed on 12<sup>th</sup> June in due to Administrative requirements of the Committee of the Regions. Most of the attendants were members of the delegations in Brussels of Regions, Cities, business associations and companies. There was also a large participation of the DG Connect of the European Commission as well as partners in the FIWARE.

| Type of participant                 | Number of participants |
|-------------------------------------|------------------------|
| Regions and Associations of Regions | 31                     |
| Cities and Associations of Cities   | 3                      |
| National Authorities                | 2                      |
| European Institutions               | 6                      |
| Chambers of Commerce                | 8                      |
| Private Companies                   | 20                     |
| <b>TOTAL</b>                        | <b>70</b>              |

## 2.7 Preparation of the logistics of the venue: catering, stationery, etc.

The Committee of the regions requires following certain procedures regarding the organization of the event, that were followed by the organizers: list of attendance, preparation and decoration of the room, etc.

Speakers were hosted in the same hotel and a preparatory dinner was organized the night before. The objective of the common dinner was to have a first face to face meeting with all participants before the event and to agree on the basic message to be transmitted to the audience and the best way to deliver this message.

## 2.8 Celebration of the conference

The event took place following the final agenda



**FI-WARE**  
Open Data for Open Minds

Conference on Future Internet:  
**Smart Products for a Smart Digital Europe**

Venue  
Committee of the Regions

JUNE 17<sup>TH</sup> 2014  
Rue Belliard, 99-101, Bruxelles  
Room JDE 53

# Agenda

**9:00 - 9:30**  
**Welcome & Intro Speech**

**Daniel Janssens**  
Secretary General  
Committee of the Regions

**Héctor Benítez**  
Director of the Delegation in Brussels  
CSC, Chamber of Spain

**Ilkka Lakaniemi**  
FI-PPP enhancing European economic development and competitiveness. Chairman of the FI-PPP  
Vice-President of Digitalization and Renewal  
Finland Chamber of Commerce

**Zoran Stančić**  
Spreading innovation across Europe:  
the case of the Future Internet PPP.  
Deputy Director General. DG Connect  
European Commission

**9:30 - 10:00**  
**Conference "The Future Internet:  
A European initiative turned into real products."**

**Benjamin Southworth**  
Technology Evangelist, Community Builder, & Developer

**10:00 - 11:00**  
**Future Internet showcase**

**FoodLoop**  
Avoiding unnecessary food waste  
**Christoph Müller-Dechent**  
Founder & CEO - FoodLoop GmbH

**FI-Guardian**  
Smart Monitor for Adverse Events  
**Marcos Marinho Marconi**  
Project Manager- VM9

**FI-CONTENT**  
Open platforms in Social Connected TV,  
Smart City services, Pervasive Games.  
**Pieter Van Der Linden**  
Director of the Paris Research and  
Innovation Center - Technicolor

**11:00 - 11:30**  
**Coffee break**

**11:30 - 12:00**  
**Open Data for Open Minds**  
Open Data & Services for Open Minds  
**Mr. Paolo Traverso**  
Director of TrentoRise  
The innovation catalyst Entity  
of the Province of Trento

**12:00 - 12:45**  
**Round table. "Building opportunities"**  
Participants:

**Juanjo Hierro**  
FI-WARE Chief Architect  
Telefónica I+D

**Ilkka Lakaniemi**  
Chairman of the FI-PPP.  
Vice-President of Digitalization and Renewal  
Finland Chamber of Commerce

**Peter Fatelnig**  
Deputy Head of Unit – Net Innovation - DG Connect  
European Commission

**12:45 - 13:00**  
**Q&A and Closing Remarks**  
**Carl-Christian Buhr**  
Member of the Cabinet of Ms Neelie Kroes  
European Commission

**13:00 - 13:30**  
**Cocktail - Networking**

FI-WARE co-funded by  


FI-WARE is part of  


Event organized by  


Hosted by  


The conference could also be followed in streaming: <https://new.livestream.com/corlive1/events/2945791> and is still available at this address.

## 2.9 Highlights of the conference

### Welcome & Intro Speeches

|   |   |
|---|---|
|  <p>The Secretary General of the Committee of the Regions welcomed the event and highlighted the importance for Regions and Cities in Europe to make full use of the state of the art technologies to provide better services to its citizens.</p> | <p>The Delegate in Brussels of the Chamber of Commerce described FIWARE and stressed that FIWARE offers technological building blocks that provide "generic" functions. That means those that can be used by a wide range of different applications from all sorts of sectors: like cloud hosting, big data analysis, identity management or the Internet of Things.</p>  |
| <p>Ilkka Lakaniemi, Chairman of the FI-PPP summarized what had FIWARE reached so far, and what was yet to arrive.</p>    | <p>M. Zoran Stancic presented the big picture of the European Strategy promoting and spreading innovation in Europe. He also announced that the Commission was going to make funds available for over 1000 SMEs and Web entrepreneurs to use FIWARE technologies to develop new Internet applications and services and to grow a business.</p>  |



After the introductory speech, a promotional new video on FIWARE was presented to the audience.

Benjamin Southworth gave a conference on “the Future Internet, A European Initiative turned into real products”



Benjamin opened a debate with the audience about the impact of internet in our lives. Positive and negative aspects, as the substitution of non skilled jobs by IT were mentioned, the debate was rich but it's a wide topic and it could not end with a general agreement. But the objective of awakening the public was achieved.



The next block of interventions was “Future Internet Showcase”

It was a selection of the best developments of FIWARE in terms of good practices useful as examples of what can be done with FIWARE.



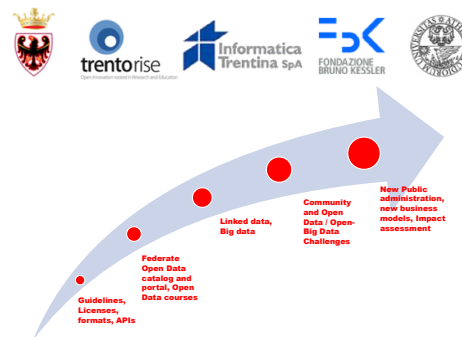
Representatives of Foodloop, FI-Guardian and Fi-content demonstrated and audience composed of representatives of business and administrations, but with little technological knowledge that there are opportunities that with the support of the FIWARE platform have become business models that can be profitable and at the same time useful for the local communities.





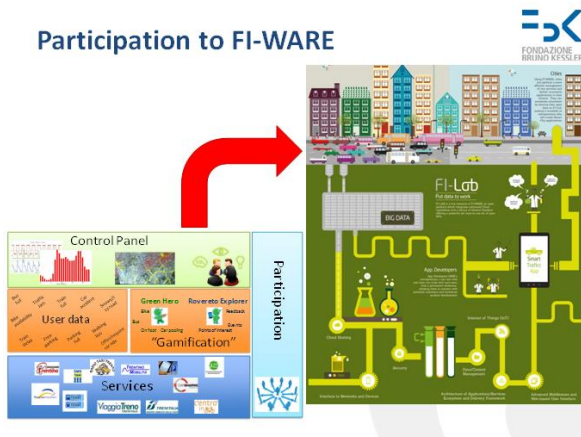
If those cases were presented by the business sector, the next intervention was focused on “Open Data for Open Minds”.

Mr. Paolo Traveso, presented the vision of Trento on open data, and the concept of Smart Cities, how FIWARE supported this view, and the need of a cooperative work from all stakeholders and citizens.



A wide collaboration among different actors

## Participation to FI-WARE



## Lessons learned

- **Open data** are very important, but they are not enough:
  - **Open services** (since important “bits” are not exposable as open data)
  - **Open innovation** and support activities for all the process
- An **ambitious long-term vision** is important...
  - it is important to **share** it with key stakeholders and to make it **public**
 ... but needs to be combined with a **gradual approach**:
  - this is the only way to keep the **whole city and community on-board!**

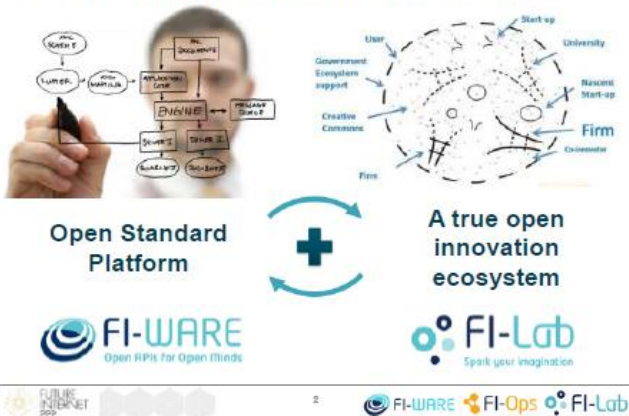
After the presentations on the framework, best practices from the business sector and from the administrations; it was time to talk about the future to come. The aim of the round table was to present the work ahead and what FIWARE can offer to business, administrations and citizens





Juanjo Hierro, FIWARE Chief Architect at Telefonica I+D presented the FIWARE ecosystem and platform

#### Ecosystem and platform: two tied concepts



Peter Fatelnig, summarized the vision of the European Commission on FIWARE, they expectations and their satisfaction with what has been already achieved and their confidence on the way forward.

He also stressed the need of an increased participation of the administration and the civil society in the new opportunities that FIWARE open for them.

The conference ended with a Questions and Answers sessions and the closing remarks from the representatives from the organizer, the Chamber of Commerce of Spain, the participants and the European Commission. The Commission's representatives highlighted the importance of the event, the first dissemination event focus of FIWARE taking place in Brussels since the launch of the project.

## 2.10 Press release

A press release was sent immediately after the end of the conference.



Jornada sobre el proyecto europeo Fi-Ware



### “Productos inteligentes para una Europa digital inteligente”

Bruselas, 17 de junio de 2014

- La delegación en Bruselas de las Cámaras de Comercio ha sido la encargada de organizar esta jornada, celebrada hoy en la sede del Comité de las Regiones
- Fi-Ware es la infraestructura europea para la creación de servicios y aplicaciones en Internet y se enmarca dentro del programa Future Internet Public Private Partnership (FI-PPP)
- El desarrollo de ciudades inteligentes, gestión de la energía o logística de objetos y personas son algunas de las áreas en las que centra su actuación Fi-Ware

**Bruselas, 17/6/14.** La delegación en Bruselas de las Cámaras de Comercio ha organizado hoy la conferencia: “Productos inteligentes para una Europa digital Inteligente”. El objetivo ha sido dar a conocer el programa europeo “Fi-Ware”, la infraestructura europea para la creación y despliegue de servicios y aplicaciones en Internet. El desarrollo de las ciudades inteligentes (Smart cities), la logística de objetos y personas, el cuidado del medioambiente, la gestión de energía, la seguridad ciudadana o los contenidos aportados por ciudadanos son las principales áreas en las que Fi-Ware centra su actividad.

La Jornada, que se ha celebrado en la sede del Comité de las Regiones, ha sido inaugurada por el Secretario General del Comité de las Regiones, **Daniel Janssens**, el Director de la Delegación en Bruselas del Consejo Superior de Cámaras, **Héctor Benítez**, el vicepresidente de Digitalización y Renovación de la Cámara de Comercio de Finlandia, **Ilkka Lakaniemi** y el Director General adjunto de la DG Connect de la Comisión Europea, **Zoran Stancic**.

Durante su intervención, Janssens ha destacado que “las autoridades locales y regionales tienen un papel clave para garantizar un acceso justo y asequible a la banda ancha así como en la financiación de infraestructura digital en donde el mercado falla o son considerados deficitarios por los operadores privados. Paralelamente a ello, las redes de alta velocidad, los servicios públicos transfronterizos, de información y multilingüísticos, son campos en los que las ciudades y regiones son simultáneamente actores, proveedores y beneficiarios. El acceso de los ciudadanos de todas las regiones a las nuevas tecnologías tiene que garantizarse y, además, las autoridades locales y regionales necesitan que la Comisión Europea apoye la financiación de sus actividades”

## 2.11 Difficulties / Challenges

The main challenge of the conference is to reach the objective to make the audience aware of the importance of the FIWARE project. This was stressed by Mario Campolargo in his final remarks, when he asked the audience to spread the message. As FIWARE concepts are quite abstract and hard to be fully understood by a non specialized audience, the real challenge is to make aware of the importance of the FIWARE concept and the future of internet, and to facilitate the transmission of the information

## 2.12 Successes

The High Council of Chambers of Commerce received a positive feedback from the participants in the conference. The speakers, the audience and the representatives from the European highlighted that the organization of a broad event in Brussels for the first time during the implementation of the FIWARE project was a good idea.

The timing was also appropriate as the results of the FIWARE project started to be clear and easier to understand for the general public. It was also a good opportunity to announce the call for proposal that was going to be opened soon.