This document is compiled in the context of the project programme of work in work package 5: Dissemination and Public Outreach Activities. It describes up-front project activities undertaken with the objective to engage and mobilise the largest possible community of web entrepreneurs and SMEs to participate in FI-ADOPT open calls. It is part of the project’s overall dissemination strategy which is due to be finally defined in the next implementation step.
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<th>No</th>
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## Document Revision History

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<td>15/07/2014</td>
<td>V0.5</td>
<td>Raimund Bröchler, Kam Star</td>
<td>First Draft, internal review</td>
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<tr>
<td>29/07/2014</td>
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<td>Final Draft &gt; webpage ONLINE</td>
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Executive Summary

FI-ADOPT promotes the upmarket implementation of FI PPP results such as the EU FP7 FI-PPP Core Platform, the FI-WARE technologies and assets to deliver a large number of applications based on innovative technologies and concepts, including networked media, social networking, mobile apps and gamification, in three main application sectors: FI-enabled learning and training; FI-enabled healthy behaviour shaping and FI-enabled social integration.

To this end FI-ADOPT is creating a technological and business ecosystem, supporting SMEs and web entrepreneurs to develop highly innovative applications in the area of corporate and citizen’s learning/training, healthy behaviour shaping and social integration purposes, employing rich media, social networking, and/or mobile apps and gaming principles.

This document is the Deliverable D1.1 – Project webpage and project management tools. It is compiled in the context of the project programme of work in work package 1: Project Administration and Management.

>>>As the deliverable is within the category OTHER, this document is just an accompanying paper with the links and some screenshots in order to show the functionality. The actual deliverable is the web-site under www.fiadopt-project.eu.<<<
1. **FI-ADOPT project webpage in the Context of the A16 Programme**

The FI-ADOPT dissemination strategy has been from the very start closely aligned and coordinated within A16 Programme.

The project webpage can be found under: [http://fiadopt-project.eu/](http://fiadopt-project.eu/)

and is part of the FIWARE information and communication flow. The communication strategy of the A16 is done in that way that interested applicants are normally guided to just one landing page which is [www.FIWARE.ORG](http://www.FIWARE.ORG).

Going through the information flow, people will be guided according to their application sector and when they are for example interested in the “e-Health sector” the click on [http://www.fiware.org/accelerators/#ehealth](http://www.fiware.org/accelerators/#ehealth)

Here they will get a selection of projects out of the A16 which are targeting eHealth and one of them is FI-ADOPT. A short introduction is given about FI-ADOPT on [http://www.fiware.org/accelerators/#ehealth](http://www.fiware.org/accelerators/#ehealth) and people can chose, if they would like to get further information on the project via clicking on [www.fiadopt-project.eu](http://www.fiadopt-project.eu) or go directly to the application landing page on [http://www.f6s.com/fiware-fiadopt#/apply](http://www.f6s.com/fiware-fiadopt#/apply)
2. Open Call Promotional Activities

The promotion of the open calls is the highest priority dissemination task at this phase. Promotion and advertising are undertaken through a range of dissemination channels. In particular:

- **Dedicated Project Web Page:** The dedicated project web site (http://fiadopt-project.eu/) is already up and running and the first open call is already advertised on the project web site. The project website also provides regular updates of progress in the implementation of the programme of work and the main outcomes.

- **FIWARE Landing Page:** FI-ADOPT has established links with the FIWARE project. From the FIWARE project web site, interested participants may be directly land to the FI-ADOPT web page and or the FI-ADOPT f6s platform page.

![Figure 1: FI-ADOPT Web site](image)

The FI-ADOPT Consortium has acquired the [www.fiadopt-project.eu](http://www.fiadopt-project.eu) domain and a web site has been set-up to directly disseminate the project related activities. Emphasis has been put at the Open call as it appears at the home page, having a countdown timer showing the 1st Call deadline.
Project partners have been actively publicising the project in general and its open calls in particular in a range of international meetings and events. Examples include:

- CreatiFI (Rovereto, 4 June 2014);
- Workshop on FI-PPP Accelerators (Berlin, 16-17 July 2014);
- FI-Jump Conference (Porto, 5 September 2014);
- FI Grants Speed Info-Session (Luxembourg, 9 September 2014).

Participation in a number of similar upcoming events is also envisaged.

Project partners are using their own web sites, existing networks and social media for outreach purposes and, in particular, for publicising the open calls through:

- Blog: [http://www.f6s.com/fiware-fiadopt#discuss](http://www.f6s.com/fiware-fiadopt#discuss)

- Linkedin page: [https://www.linkedin.com/groups/FIADOPT-8138215](https://www.linkedin.com/groups/FIADOPT-8138215)
FP7-ICT-248036 - FI-ADOPT
D5.1 - Open Call Dissemination And Innovation Event Organisation

Figure 4: FI-ADOPT linkedin

- Slideshare: http://www.slideshare.net/FI-ADOPT

Figure 5: FI-ADOPT in Slideshare

- Twitter: https://twitter.com/FIAdopt
The project is developing a range of promotional material for SMEs and web-entrepreneurs as well as for various potential partners in take-up actions (innovation stakeholders and support institutions) including ad hoc materials and business briefs on specific successful case studies within the project. As an example, the Annex contains the first FI-ADOPT flyer publicising the project and its open calls.