

FI-ADOPT



Deliverable D5.2

D5.2 - FI-ADOPT Dissemination Strategy

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Status -Version: V3.1

Delivery Date (DOW): M8

Actual Delivery Date: 20 March 2015

Distribution - Confidentiality: Public

Code: FI-ADOPT_D5.2_EAI_V1_0_20141203.docx

Abstract:

This document is compiled in the context of the project programme of work in work package 5: Dissemination and Public Outreach Activities. It describes the FI-ADOPT overall dissemination strategy including project activities already implemented in the context of Open Call dissemination efforts.

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Document Revision History

Date	Issue	Author/Editor/Contributor	Summary of main changes
03/12/2014	V1.0	Rumen Dobrinsky (EAI)	Draft Outline
03/02/2015	V2.0	Rebecca Huxley	Contribution for Playgen
06/02/2015	V2.1	Zuzana Cerna (EAI)	Contribution for EAI
17/02/2015	V2.2	Fiona Rivera	Contribution for EMC2
27/02/2015	V2.3	Esteban Rodriguez, Diego	Contribution for ATOS
04/03/2015	V2.4	Theodore Zahariadis	Contribution for Synelixis
06/03/2015	V2.5	David Jimenez	Contribution for UPM
11/03/2015	V2.6	Myrna Rodriguez-Hausséguy	Contribution for EUN
11/03/2015	V3.0	Zuzana Cerna	Compilation, illustrations, editing
12/03/2015	V3.1	Rumen Dobrinsky (EAI)	EAI inputs, final editing

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Executive Summary

FI-ADOPT promotes the market uptake of FI PPP results such as the EU FP7 FI-PPP Core Platform, the FIWARE 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. FI-ADOPT therefore 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 D5.2 – Dissemination Strategy. It is compiled in the context of the project programme of work in work package 5: Dissemination and Public Outreach Activities. It describes the FI-ADOPT overall dissemination strategy including project activities already implemented in the context of Open Call dissemination efforts. The document is structured as follows.

Section 2 describes the project's dissemination approach as part of, and in the context of the FIWARE Accelerator Programme. The goal of FI-ADOPT dissemination activities is to provide reliable and target oriented information to the interested parties and also the general public about the FI-ADOPT project, its activities, expected results and the results themselves. The project's dissemination activities support the achievement of the project key objective – to attract wide and high-quality participation of ICT entrepreneurs in the project's open calls and to deliver a large number of highly innovative applications in the area of corporate and citizen's learning/training, healthy behaviour shaping and social integration purposes innovative applications.

FI-ADOPT is part of EC's FIWARE Accelerator Programme (FI-PPP 3rd Phase), which is being implemented by 16 EC-supported projects (the A16). This context lays out a specific framework within which project is being implemented and shapes to a large extent its dissemination strategy. To this effect, a corporate strategy was developed between all A16 projects and the EC in order to focus on the successful exploitation of FI-PPP results. Many of FI-ADOPT dissemination activities were planned and coordinated with other FI-PPP partners and are being implemented in collaboration within the FIWARE Accelerator Programme as described in Section 7 of the document.

Section 3 analyzes the project's dissemination efforts and activities during the first phase of the project which was mainly focused on the dissemination of open calls. It also seeks to assess to what extent some of the objectives outlined above were achieved based on the outcomes of the first and second open call dissemination with a view to drawing lessons that could be helpful for the dissemination efforts in the final, third open call. Thus in the first call, 113 applications were submitted out of which 13 projects were selected for funding which means a competition ratio of 8.7:1. This level of competition among applicants can be taken as a sign of successful dissemination efforts in the initial phases of the project. The second call attracted even greater number of applicants – 132 which were being evaluated at the moment of writing this document.

Sections 4, 5 and 6 describe project dissemination activities targeting the broader ecosystem and aimed at creating a more conducive environment for the implementation of the entrepreneurial projects of FI-ADOPT call winners which will be funded by the project. Such dissemination activities aim at ensuring of wide visibility of the take-up actions that are being undertaken within the using FIWARE technology and include a series of dissemination and public outreach activities targeting, on the one hand, to publicize work done within the project and, on the other hand, to further raise

awareness of the potential of FIWARE technology among SMEs and web entrepreneurs. Thus the specialized workshops for SME and Web entrepreneurial support held in London for SMEs and Web Entrepreneurs aimed to both introduced the FI-ADOPT open calls, along with overviews of FIWARE, and to secure broad awareness of the FIWARE accelerators open calls.

Liaison with policy making entities as described in Section 6 is another aspect of both FI-ADOPT dissemination activities and of the project efforts for establishing a conducive environment for the market uptake actions undertaken by FI-ADOPT funded projects. The efforts undertaken by the project target the generation of demand for FIWARE technology by ICT entrepreneurs through the creation of special incentives for developers and companies to use FIWARE technology. These incentives can be of different nature but in all cases can be greatly supported by the definition and support of the right public policies. Therefore the project actions envisaged within FI-ADOPT and as described in Section 6 aim at reaching out to policy makers with a view to the promotion of such incentives.

Finally, Section 8 provides information of project dissemination activities aimed at the promotion of use case expansion applications. These efforts centre upon facilitating cross-pollination and integration across sectors. Using information aggregated through research and knowledge sharing between accelerators, the project will support the promotion of FIWARE use case innovation and facilitate opportunities for selected projects through demonstration of use cases between public and private sector stakeholders to create new routes for commercialization. These dissemination efforts is will be pursued through three main drivers: a) social media outreach across target segments; b) knowledge sharing across FI-PPPP c) and the promotion of selected projects at events

1. Introduction

The FI-ADOPT project represents a group of organizations and individuals who are well experienced in the management of large European technology projects, have very large involvement in FI PPP (now referred to as FIWARE Programme) and ensure high level technical training on the FI GEs and DSEs, have very strong links with Venture Capitals and Business Angels and have successfully run CSA project and evaluated EC coordinated and open calls.

FI-ADOPT promotes the market uptake of FI PPP results such as the FIWARE and assets created by Use Case projects 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.

FI-ADOPT is thus creating a technological and business ecosystem, supporting SMEs and web entrepreneurs to develop highly innovative applications in the area of corporate and citizen's

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