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HUB4NGI

D4.2 MARKETING, COMMUNICATION AND COMMUNITY BUILDING STRATEGY AND PLAN

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Abstract	This deliverable describes the core strategy and operational aspects related to the marketing, communication and community building strategy that HUB4NGI is pursuing, focusing on the plan defined for the first year. It also includes a description of the main activities already undertaken.
Keywords	Marketing, communication, community building, engagement, promotion, strategy, NGI

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R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.

EXECUTIVE SUMMARY

The HUB4NGI Work Package 4 (WP4) is dedicated to "NGI BOOST – Boosting the NGI Ecosystem Creation and Promotion" and includes three Tasks: T4.1 "Stakeholder engagement and community building", T4.2 "Marketing and Communication", and T4.3 "Events' Participation and Organisation". WP4 aims at developing, already in the early phase of the project, the dissemination and communication strategy and plan to be pursued by the HUB4NGI consortium in order to serve not only the HUB4NGI project but the overall NGI community.

This deliverable defines the marketing, communication and community building strategy and describes the activities HUB4NGI partners will pursue so as to guarantee broad visibility, promotion and up-take of both the NGI and the specific project's activities.

This implies identifying the main target stakeholders, the activities that will be pursued to effectively reach them, the specific communication and dissemination measures, and a description of the communication and media tools, including the HUB4NGI web portal.

Note that dissemination and communication activities of HUB4NGI are geared towards both promoting the outcomes and work of the HUB4NGI consortium itself and at assisting and coordinating dissemination and communication efforts at the NGI community level. The main goal is indeed to support the establishment of the NGI initiative and help it to grow as a unique and attractive opportunity. In doing so, the main objectives are to increase:

➔ **Awareness:** All European stakeholders become aware of the aims, actions and achievements of NGI and more widely of the available resources and pursued objectives in the NGI context and related frameworks and communities.

➔ **Engagement:** through a variety of initiatives, online tools, events, support to national related initiatives, consultations, etc. the main goal is to attract and engage researchers and innovators from all over Europe to the NGI.

➔ **Participation:** facilitating access to relevant information and planned activities so as to better understand the NGI initiative and related resources, including existing testbeds, trials and services, which are key to stimulate active involvement.

This document is primarily meant to guide the HUB4NGI consortium to carry out effective dissemination and communication efforts. At the same time, it creates a solid basis of understanding for coordination with EC representatives and closely related initiatives, such as the NGI initiative, for which HUB4NGI is providing coordination and support services.

It is important to note that the NGI initiative is being bootstrapped at the same time as HUB4NGI has started its activities. Therefore, all project partners are well-aware that the plan will adaptively be adjusted to the needs of the community and specific opportunities arising along the course of action. This will be closely coordinated with the EC at all time.

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ABBREVIATIONS

EC	European Commission
DL	Distributed Ledgers
DWG	Dissemination and Communication Working Group
FIF	Future Internet Forum
FIRE	Future Internet Research and Experimentation
MS	Member State
NCP	National Contact Point
NGI	Next Generation Internet
OASC	Open and Agile Smart Cities

1 INTRODUCTION

Today, the Internet creates new business opportunities and new social paradigms for interaction, from local to planetary scale. Whereas many of the advances brought about by the Internet have surpassed expectations in terms of benefits for the citizens and the economy, there are some reasons for concern about further progress. In particular, the concentration of power in the hands of a few companies, and the relative lack or abandon of control of citizens on their own personal data, together with restrictions on Internet access because of geographical, economic or cultural reasons raise severe concerns. In this respect, the Internet of the future should become more open, easier to access and provide better services, more intelligence, while ensuring greater involvement and participation. The Next Generation Internet (NGI) needs to reflect the European social and ethical values: free, open and more interoperable.

1.1 The Next Generation Internet Initiative

The Internet as we know it today is a critical infrastructure made up of communication services and end-user applications transforming all aspects of our lives. Recent advances in technology and the inexorable shift towards everything being connected are creating a data-driven society where productivity, knowledge, and experience are dependent on increasingly open, dynamic, interdependent and complex networked systems. The Next Generation Internet should offer more to our society. It should provide better services and greater involvement and participation. It is essential that the Next Generation Internet be designed for humans, so that it can meet its full potential for the society and economy. In this context, a new ambitious European initiative to develop the Internet of the future has been recently launched by the European Commission[1]. Such a European initiative aims at addressing technological opportunities arising from advances in various research fields, extending from new network architectures and software-defined infrastructures to provide radically new functionalities and bring the Internet closer to people.

The NGI initiative was launched in September 2016 with the ambition to shape the Internet of the future as a powerful, open, data-driven, user-centric, interoperable platform ecosystem: an Internet more suitable to the needs of our society. The challenge for the NGI is to design and build enabling technologies, implement and deploy systems, to create opportunities considering increasing uncertainties and emergent systemic behaviours where humans and machines seamlessly cooperate. While born recently, the NGI community is growing around a number of activities (consultations, workshops, funding) that several HUB4NGI partners are directly involved in.

> *"The Next Generation Internet should offer more to people and to our society, providing better services and greater involvement and participation.*
> ***It should be designed for humans,***
> *so that it can meet its full potential for society and economy and reflect the social and ethical values that we enjoy in our societies."*
>
> **Roberto Viola,** *Director* General of the *DG Connect*

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[1] https://ec.europa.eu/digital-single-market/en/next-generation-internet-initiative

In the first half of September 2016, the HUB4NGI partners met the EC representatives and together they discussed the importance of shifting the focus of some of the initially planned activities within the project, which were geared at serving the Future Internet Research and Experimentation (FIRE) community, towards the upcoming NGI initiative.

This shift in focus has been considered as crucial in order to guarantee a smooth transition of previous related efforts into the new context and to strongly ground the NGI on activities that many researchers and innovators have been pursuing within the last few years. Especially because "experimentation" driven R&D&I efforts are an essential ingredient to building the Internet of the future. In this respect, HUB4NGI is also providing the means to the former FIRE projects to transition towards the NGI, while embracing new actors and R&D&I initiatives.

1.2   HUB4NGI an Innovation Hub for NGI

HUB4NGI aims to create an innovation HUB for the NGI, see Figure 1, by providing strategic guidance and support on how NGI will grow and evolve in the next framework programme spanning 2020-2025, while operating in the present as a "living hub" to assist refining and achieving the H2020 vision and goals. In this respect, HUB4NGI offers a rich set of means to connect, network and collaborate in a dynamic working environment that ensures the growth of the NGI ecosystem by bringing together all relevant Internet researchers and innovators.

Moreover, the project aims to ensure strategic coordination of the NGI stakeholders' efforts and investments by ensuring that an ambitious vision is maintained, by rapidly identifying value and ensuring it is delivered in an effective and efficient way, and to ensure that stakeholders leverage on each other's capabilities taking advantage of team work across all active initiatives in the NGI landscape.

Figure 1: The HUB4NGI Mission

The HUB4NGI ambition is to guarantee, on the one hand, continuity with previous and ongoing cross-programme activities, by building on top of the results and major achievements of the most recent related projects (starting from the FIRE, FIWARE, CAPS, 5G PPP and IoT ones), and, on the other hand, to give a major impulse to the whole NGI initiative by providing an animated interactive platform (see Figure 2) that assists and empowers all NGI stakeholders, including newcomers and external players in related domains, via a rich and comprehensive set of activities, tools and processes.

The selected and carefully designed services are at the core of the HUB4NGI collaborative platform, which improves the exchange and promotion of know-how, coordination of strategic and technical activities, establishment of liaisons among NGI actors and with external players, and monitoring of NGI projects' progress, while boosting engagement through value creation activities. This will help will help **meet the diverse needs of a multi-faceted community and turn the NGI initiative into the European Open Lab for NGI innovation**.

HUB4NGI is also a physical place, promoting a series of moderated NGI events including participatory community, building workshops and seminars. The combination of virtual and physical faces of HUB4NGI stimulates collaboration, ensures strong impact and sustainable NGI playgrounds, while gathering input of main research priorities and target R&D directions from all relevant Internet innovators in Europe and beyond.

By capitalising on the achievements of recent projects and initiatives in various related domains, including FIRE, FIWARE, 5G PPP, IoT, CAPS, etc., HUB4NGI aims to reach far and engage new players that will be key to develop the Internet of the future, transitioning from the Horizon 2020 vision into the next Framework Programme. In particular, the scope of HUB4NGI covers existing and future infrastructure results, support actions and EC-subsidised studies ensuring the sustainability of past and present investments in the NGI initiative.

Figure 2: HUB4NGI Platform, a living hub for NGI

1.3 Planned NGI BOOST Deliverables

This deliverable presents a comprehensive strategy and plan for marketing, communication and community building, which is presented as a guide for the HUB4NGI partners and target stakeholders, indicating activities, instruments, timeline and procedures the project will be following for the promotion of both the HUB4NGI and ongoing NGI project activities.

Given that the NGI is a moving target, both the plan and the strategy will be adapted according to the needs and opportunities that will arise along the course of the project. This will be done in close coordination with the EC, the NGI Tender (that should start in Q2 2017)

and the three upcoming ICT-41 Coordination and Support Actions, which are planned to start at the end of Q3 2017.

All planned community building, dissemination and communication activities of HUB4NGI aim to ensure the widest possible impact of the NGI multi-disciplinary R&D&I efforts, acting as an "accelerator" for on-going and upcoming projects and major initiatives.

The planned deliverables that aim to support and report on the different stages of the NGI BOOST activities are reported hereby: Table 1 and Table 2 present the list of planned deliverables and milestones respectively.

Del. N°	Deliverable Title	Lead Partner	Type	Dissem. level	Delivery date
D4.1	The HUB4NGI Portal	Martel	DEC	PU	M03
D4.2	Marketing, Communication and Community Building Strategy and Plan	Martel	R	PU	M04
D4.3	Report on Community Building and Promotional Activities	OU	R	PU	M12
D4.4	Report on Community Building and Promotional Activities	IDC	R	PU	M24

Table 1: List of Deliverables in WP4, NGI BOOST, in chronological order

N°	Milestone Title	Lead Partner	Validated through	Delivery date
MS9	The HUB4NGI Portal	OU	HUB4NGI operating procedures available and D4.2 released	M04
MS10	Marketing, Communication and Community Building Strategy and Plan	OU	First NGI community workshop run and year 1 community building activities successfully run and reported on D4.3	M12
MS11	Report on Community Building and Promotional Activities	IDC	All planned promotional and community reach objectives met and documented in D4.4	M24

Table 2: List of Milestones in WP4, NGI BOOST, in chronological order

2 MARKETING, COMMUNICATION AND COMMUNITY BUILDING STRATEGY

As anticipated in the previous Section, the main vision and ambition of HUB4NGI is **to ensure strategic coordination of the NGI stakeholders' efforts and investments** by rapidly identifying value and ensuring it is delivered in an effective and efficient way, as well as **to ensure that stakeholders leverage each other's capabilities taking advantage of teamwork from across all active stakeholders in the NGI community** and in close coordination with relevant and related initiatives in Europe and elsewhere.

In this context, the main goal is indeed to support the NGI initiative and ensure that it can grow as a unique and attractive opportunity. In doing so, activities are conducted along four main streams:

➔ **Awareness of the project identity and its outputs**: definition of the project's main purpose, offerings, activities and expected outcomes to be disseminated, in line with the more global objective of raising awareness about NGI opportunities.

➔ **Analysis of the stakeholders**: definition of the most appropriate messages to be conveyed to the targeted players. This activity is based on extensive work on the identification of the NGI stakeholders that will combine in-depth analysis of related R&D&I projects, players, initiatives with engagement activities for involvement of new players, especially in Member States, that have not been traditionally involved in EC-driven initiatives.

➔ **Use of the dissemination and communication channels**: from the knowledge and contacts gained throughout the HUB4NGI work, the establishment of proper dissemination and communication channels that can be used to effectively reach a broad audience. In this respect, close coordination with the Future Internet Forum (FIF) members and means deployed to promote NGI in all Member States and Associated Countries is taking place on a regular basis.

➔ **Actions and assessment**: contribute to the definition and broad promotion of the NGI offering, through specific actions which include participation to events, organisation of workshops, population of the Futurium portal and of the HUB4NGI web site, which will host the interactive online NGI map[2]. This also includes the creation of promotional material such as posters, flyers, brochures, presentations. The approach envisages that an assessment of each action is carried out, so as to ensure a continuous update of the planned actions is in-line with the needs of the project and the global NGI strategy.

2.1 Target Stakeholders

The main target stakeholders, as identified at this stage of the project, are listed below:

➔ **Internet researchers and innovators**, including individuals, young PhD students, academics, Start-uppers, SMEs, and industrial players actively engaged in research and innovation initiatives that are of direct relevance to define, strengthen and shape the R&D agenda for the NGI and grow the whole NGI ecosystem. This includes also

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[2] The interactive online NGI map, as explained in Section 3, gathers input about NGI relevant initiatives and stakeholders all across Europe.

organisations involved in past, ongoing and upcoming relevant projects and initiatives, to whom HUB4NGI will provide content (promotional material, knowledge base, portfolio and programme analysis, etc.), tools (HUB4NGI portal, KPIs, benchmarks), actions and services (collaborative models, events, engagement activities, validation of the NGI experimentation approach, etc.) helping them to capitalise on their NGI investments and efforts and achieve a greater impact.

➔ **FIF representatives**, involved in the so called "NGI Action Plan"[3], to whom HUB4NGI provides support (contact point, rapporteur, animator) and tools (HUB4NGI portal, interactive online NGI map, KPIs, benchmarks) so that the NGI can be launched at the national level in all member states. The FIF is an EU registered group which aims to exchange views on H2020 topics relating to "Future Networks" (5G, Cloud, Next-Generation Internet and IoT). The members of this group have been appointed by the respective National Authorities of the Member States and Associated Countries and closely interact with National Contact Points, NCPs, and Policy Makers in the various EU countries. The EC has now "mandated" the FIF representatives to engage in stimulating the growth of the NGI initiative though the NGI Action Plan. By interacting with the FIF representatives, HUB4NGI will provide support in reaching and engaging:

   o **The appointed NGI NCPs**, which will be nominated by the FIF members as part of the NGI Action Plan[4]. The NGI NCP in each Member State will be responsible to promote NGI nationally through coordinated actions with other Member States and with the EC. The NGI NCPs will link to key actors, e.g. high-tech start-ups and SMEs, young researchers and civil society, and root the NGI initiative within these groups, e.g. raise awareness about H2020 funding possibilities in the work programme 2018-2020, promote it and build and broaden an NGI ecosystem. Also, the NGI NCPs will feedback input from those groups in view of shaping the evolution of the NGI initiative. This includes questions about the direction that the initiative is taking, indications about relevant R&D topics and technologies it encompasses and the trends and needs that are central to the NGI. HUB4NGI has been appointed as mediator between the NGI NCPs and the rest of the NGI community, including the EC and other decision makers within the scope of this initiative.

   o **Policy-makers:** the various public and private authorities and policy-makers committed to the NGI by supporting the development of initiatives that will contribute to the creation of the Next Generation Internet as an open and inclusive reality fostering research, development and innovation that shall have a positive impact for the whole society. Through road-mapping and policy recommendations, HUB4NGI will provide indications about technology push factors as well as socio-economic pull trends that will shape and influence the evolution of experimentation for and in NGI until 2025. This will help policy-makers to orientate future NGI activities and calls.

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[3] The NGI Action Plan is described in Section 3.2. It identifies a set of activities that the EC has defined in close coordination with the FIF representatives so as to ensure engagement to the NGI of relevant stakeholders at the Member States level.

[4] As indicated by the EC, ideally, the NGI NCP has a professional affiliation to the topic of NGI and links to a broad network of relevant actors in several environments such as academy, industry, public authorities and others. He/she has an understanding of emerging trends and salient topics, is passionate about Internet technologies as well as their socio-economic impact and is able to communicate and disseminate the initiative in the Member State so that it is firmly anchored and relevant new actors get on board.

➡️ **Technology providers / developers** that could offer new technologies, solutions, testbeds and mechanisms to complement, extend and/or build on top of existing Future Internet facilities, starting from existing experimental platforms that are needed to validate and evolve the Internet. These platforms, which have been developed in Europe in the context of several related initiatives such as FIRE, 5G PPP, IoT and CAPS, will be enriched and extended thanks to input from technology providers and developers that are new to the scene. Through liaisons and close coordination with related R&D efforts and players, HUB4NGI provides an entry door for this category of newcomers especially through close interaction with the whole NGI community.

➡️ **Experimenters / end-users,** including all innovation actors and more specifically SMEs in the Net Futures landscape that could benefit from NGI concepts, technologies and testbeds to experiment, test and speed up time-to-market for innovative applications and services. The HUB4NGI CATALYST is dedicated to specifically engage an increasing number of SMEs in the adoption of NGI to complement and empower their R&D&I efforts. In addition, the HUB4NGI APPROACH and HUB4NGI BOOST provide outreach services, by educating, transferring knowledge, disseminating, communicating and running dedicated events, specifically targeting new potential end-user engagement.

➡️ **Open source communities / standardisation bodies,** including relevant open source and standardisation efforts in several fora, such as ETSI, TMF, W3C and IETF, for successful and sustainable development of standards that will help in creating a more open, accessible, inclusive, participatory and interoperable Internet. This will be done by providing support to ongoing and upcoming NGI players and projects, through guidance, contacts, organisation of events, presentations, existing technical documentation, promotional material, etc.

➡️ **Digital Social Innovators and civil society as a whole** including the broad media, citizens, students, researchers, social entrepreneurs, NGOs and smart cities representatives that could benefit from an open R&D&I ecosystem creating opportunities for individuals and/or associations through more direct access to the NGI instruments and opportunities.

2.2 Main Objectives

The main goal of the HUB4NGI is to support the bootstrap, launch and growth of the NGI initiative as a vibrant, inclusive and far-reaching R&D initiative that can grow within the Horizon 2020 and move beyond into the next Framework Programme as an ambitious flagship initiative. This, especially in this initial phase, requires cohesive and targeted efforts that the whole HUB4NGI consortium has carefully defined and coordinated with the EC.

In particular, in view of ensuring effective community building activities, broad and effective communication and dissemination, the HUB4NGI BOOST planned work will capitalise on a number of connections to related initiatives the partners are bringing into the project, and on a well-articulated plan of action, aiming at:

➡️ **Promoting the NGI initiative and NGI-driven efforts.** The main goal for HUB4NGI is to promote the NGI initiative, while widely maximising the collective dissemination power of NGI-driven activities and upcoming NGI projects. In doing so HUB4NGI will act as a living hub providing tools and services (see Figure 2) that will allow amplifying and enlarging the reach of individual organisations and project's efforts. This aims to guarantee offering:

- **NGI as a single entity**: the consortium uses key social media channels, the HUB4NGI web site, the Futurium[5] portal and the interactive online NGI map[6] to automatically collate and disseminate the project's outputs as coherently NGI branded material. The interactive online NGI map has been built by OU with support from Martel to help and foster collaborations between EU stakeholders and was presented at the FIF meeting in Brussels the 27th of April 2017. This map has been designed with the main goals to identify the relevant NGI actors in Europe, and where NGI research is taking place, while encouraging collaboration among them.

- **Accessibility for NGI outputs**: to ensure the broad reach and increased adoption of the NGI concepts and technologies, HUB4NGI supports NGI initiatives, as well as upcoming NGI projects, in promoting their results and outcomes via common NGI tools and channels, so as to become broadly and easily accessible and discoverable by external parties, also in an international perspective.

➜ **Facilitating the set-up of related national activities within the NGI Action Plan**. HUB4NGI provides support and offers tools to the FIF members, the NGI NCPs and the EC with the main goal to help know-how exchange, foster collaborations, and increase participation and awareness among key NGI players. Within the HUB4NGI consortium, OU is responsible for the NGI map while Martel provides support to the FIF members, the NGI NCPs, and the EC (as presented at the FIF meeting in Brussels on the 27th of April 2017) by acting as rapporteur and:

  o Helping set up related national activities within the NGI Action Plan.
  o Animating the creation of an NGI ecosystem.
  o Exchanging views, identifying synergies and fostering collaborations.
  o Participating to events, telcos, and meetings.
  o Periodically updating the EC on the progress of the Member States on NGI.
  o Constantly updating the Member States on the progress of the NGI activities.

HUB4NGI will assist FIF members in organising workshops at national level, regularly interact with the NGI NCPs to update them on the progress of the NGI activities and support their national NGI events, periodically update the EC on the progress of the Member States with NGI activities, and coordinate the organisation and participation in events. Moreover, to align on the overall NGI vision, requirements, expectations and challenges, PSNC has prepared a questionnaire to collect inputs from the NGI NCPs. Specifically, the NCPs will be asked to provide information about national and regional efforts for building suitable conditions to boost innovations in the scope of NGI and develop new solutions addressing the ambitions of the EC.

➜ **Ensuring broad visibility and promotion of NGI beyond the programme borders.** HUB4NGI ensures strategic and operational coordination of the NGI community though dedicated efforts embracing all target stakeholders both within the European Net Futures ecosystem, including the 5G PPP, the IoT/AIOTI, the FIRE/FIWARE, the CAPS, etc., and in the broader international context, in coordination with the NGI initiative and other projects with international reach and focus. Liaisons, both in terms

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[5] https://ec.europa.eu/futurium/

6 https://www.hub4ngi.eu/map/

of know-how exchange and coordinated activities, including events organisation and participation, will be ensured also in close coordination with the 3 upcoming ICT-41 NGI CSAs.

➔ **Disseminating towards related R&D&I (EC) projects and initiatives.** Especially for the most recently started projects within the Net Futures domain, it is crucial to explain what is the vision and ambition of NGI, what HUB4NGI has to offer and what services it will provide to the NGI community to help it growing. The plan is therefore to establish liaisons and run community building, marketing and communication activities in a broad perspective (as detailed in Section 3). In particular, the plan is to create a dedicated NGI Media Office Group – as soon as the new ICT-41 projects will start in September 2017 – so as to ensure coordination across all ongoing NGI projects and active stakeholders. The NGI Media Office Group will have a dedicated mailing list and "meet" on a regular basis via monthly conference calls that aims at aligning activities across the 4 NGI CSAs and foster synergies that can increase the impact of the overall NGI initiative.

3   MARKETING, COMMUNICATION AND COMMUNITY BUILDING PLAN

HUB4NGI disseminates its outputs ensuring the widest possible impact of the NGI multi-disciplinary R&D&I efforts, by acting as an "accelerator" for major initiatives within the NGI community. In this respect, the project aims at facilitating communication, fostering knowledge transfer and coordinating efforts as appropriate to maximise synergies among all players in the NGI scene. This fosters the establishment of NGI as the European Open Lab for NGI innovation and contributes to demonstrate the effectiveness of innovative bottom-up, open and distributed approaches, exploiting network effects.

The way in which community building and dissemination activities are being carried out reflects the nature of the NGI initiative itself by trying to diversify and differentiate communication means and messages to adapt to and meet the multi-faceted composition of the NGI ecosystem, while stimulating impact creation in several ways. In this respect, community building and dissemination activities span across all of the HUB4NGI work packages and build on top of their close interaction so as to provide effective access for all interested players and target stakeholders to the rich set of contents, tools and services that the plurality of HUB4NGI work packages provide to the EU NGI innovators.

3.1 Marketing and Communication Activities

Dedicated dissemination and communication activities, including the organisation of and participation to events, is supervised by the HUB4NGI BOOST (see Figure 2) via dedicated tasks, namely, Task 4.2 and Task 4.3. The main objective is to coordinate and empower dissemination and communication efforts across and for all running NGI efforts through a rich set of tools and actions, which includes:

➔ Management of the HUB4NGI Portal, including news and social media. The Twitter channel @NGI4eu is regularly used to communicate and promote NGI initiatives, as well as HUB4NGI activities and outcomes helping to increase visibility and raise awareness among the different stakeholders.

➔ Coordination and support of the FIF members' activities within the NGI Action Plan, see Section 3.2.

➔ Creation and management of the NGI Branding Toolkit (logo, branding guidelines, templates, etc.).

➔ Design of promotional messages and materials (e.g., brochures, posters, presentations) to be possibly adapted to the different target stakeholders.

➔ Production of storytelling videos involving NGI players reporting on their experience and success stories.

➔ Organisation and animation of webinars, both informative, e.g., what is NGI all about, and promotional, e.g., about funding opportunities. This is instrumental to the definition and implementation of effective NGI marketing strategies and campaigns.

➔ Participation to and organisation of dedicated events to engage NGI stakeholders and the broader NGI community for know-how exchange, increased participation and coordinated awareness creation activities.

➔ Animation of the NGI Futurium portal [1], the dedicated EC online engagement platform, which invites NGI stakeholders to jointly define long-term visions and ideas for the future Internet. Futurium allows for visionary and high-quality input in the EU

future research programme. In Futurium, stakeholders can provide their perspective towards what the new programme should offer and influence it. In this respect, HUB4NGI has been continuously animating the Futurium portal by posting reports, documents and blogs relevant to the NGI community, engaging in the debates, encouraging participation of visitors in the various activities on the portal and increasing visibility through the dedicated Twitter channel @NGI4EU.

➔ Helping organise, advertise and animate events. So far, HUB4NGI, as detailed in Section 3.3, has focused on:

- o The NGI BOF session[7] taking place at the TNC 2017 on the 30th May in Linz (Austria). The NGI BoF at TNC17 provides an insight into the transition process from former FIRE initiative to NGI, seen as the evolution of FIRE towards the achievement of the Horizon 2020 vision and beyond into the next Framework Programme spanning across 2020-2025.

- o NGI workshop[8] in Poznan (Poland), which will take place the 8th of June 2017, with the purpose to explore opportunities for research, industry and SMEs/start-ups for collaboration within the scope of the NGI initiative.

- o The Digital Innovation Networks Forum co-organised with the FIRE STUDY

➔ Advertising and promoting relevant events, via various channels, of the:

- o NGI Summit[9] in Brussels (Belgium), which will take place on the 6th June and follow the launch of a citizen engagement and communication campaign on the NGI. The campaign, which will be run by Atomium – EISMD media partners, aims to be the largest public consultation on the future of the Internet, involving both experts and citizens across Europe.

- o Net Futures 2017, 28th-29th June in Brussels, with specific input to advertise the NGI session and help animating it.

- o NGI workshop[10] in Twente (The Netherlands), which will take place on the 6th of July 2017, to brainstorm novel ideas for innovative research topics in the NGI domain, and to have an open and multi-disciplinary discussion of the EU approach.

3.1.1   HUB4NGI Media Channels – Task 4.2

The HUB4NGI web site and the Twitter channel @NGI4EU aims to promote the NGI initiative and disseminate relevant HUB4NGI outputs as coherently NGI branded material.

The HUB4NGI web site (designed, hosted and managed by Martel at www.hub4ngi.eu) includes:

➔ Core information about the overall HUB4NGI scope, objectives and work organisation.

➔ An area dedicated to report on latest relevant News.

➔ A page that gathers link to related and relevant initiatives.

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[7] https://www.hub4ngi.eu/event/ngi-bof-at-tnc17/

[8] https://www.hub4ngi.eu/event/ngi-workshop-poznan/?instance_id=17

[9] http://www.eismd.eu/next-generation-internet-summit/

[10] https://www.utwente.nl/en/designlab/Events/!/2017/7/145631/workshop-next-generation-internet

➔ Resources, including the project's outputs and information about related activities, presentations, flyers, videos, deliverables, projects and events.

➔ A dedicated page promoting relevant events, both organised under the NGI umbrella or in related frameworks, so as to attract and engage a high number of participants.

➔ The interactive online NGI map, which gathers input about NGI relevant initiatives and stakeholders all across Europe.

➔ The website also creates synergies with the NGI social media channels.

The @NGI4EU Twitter channel is regularly animated with news and input relevant to the whole NGI ecosystem with the intention to gather attention to NGI-driven initiatives and efforts and broaden their reach and impact. As of today, the twitter channel has already 1'253 followers.

3.1.2 HUB4NGI Events and Initiatives – Task 4.3

An activity that plays a major role in the stakeholders' engagement and community building strategy, as part of the overall marketing and promotion of the NGI initiative, is the organisation of dedicated events and the coordination of participation of NGI representatives, including HUB4NGI partners, at major venues, including scientific conference and EC-driven events like the Net Futures Conference, the ICT Proposers' Day, etc.

From the very beginning of the project, the partners started actively engaging communities of stakeholders belonging to the different domains of the NGI priority areas, such as blockchains, discovery of data, trust, etc. In this respect, HUB4NGI is organising specialised events in the form of interactive workshops and meetups in a variety of international venues that have both a scientific and practical orientation. The main objective of these events is to raise awareness about the NGI priority areas and disseminate the latest NGI developments.

➔ **TNC17 Networking Conference**, the largest and most prestigious European research networking conference, with more than 650 participants attending this annual event. TNC brings together decision makers, managers, networking and collaboration specialists, and identity and access management experts from all major European networking and research organisations, universities, worldwide sister institutions, as well as industry representatives. HUB4NGI is organising a dedicated BoF session at the conference: "**From FIRE to the Next Generation Internet Experimentation**". The session will provide an insight into the transition process from former FIRE initiative to NGI, seen as the evolution of FIRE towards the achievement of the Horizon 2020 vision and beyond into the next Framework Programme spanning across 2020-2025. This session will be addressed at infrastructure players from the NREN community to stimulate a discussion how transition from FIRE to NGI creates new opportunities and challenges for the NRENs in the near future. Moreover, this session will be addressed at researchers from academia and industry, interested in experimental validation of innovative outcomes of research projects in stable, close to real, network environments. This event will take place on May 30th, 2017 at the Design Center Linz in Austria.

➔ **NGI workshop, Poznan, 8th June.** As part of the validation activities of the NGI programme in the Member States, PSNC is organising an NGI workshop[11] in Poznan (Poland), which will take place on 8th June 2017, with the purpose to explore

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[11] https://www.hub4ngi.eu/event/ngi-workshop-poznan/?instance_id=17

opportunities for research, industry and SMEs/start-ups for collaboration within the scope of the NGI initiative. Renowned speakers, open and multi-disciplinary discussions and World-Café tables will help the attendees to better understand the current situation of the NGI initiative and participate in debates prioritising and shaping the future evolution of the NGI. The main goals of the workshop are:

- o To identify the major opportunities and challenges for society, research and private sectors.

- o To identify the three main topics the NGI initiative needs to address in the near future.

- o To help formulating expectations from the NGI initiative, as individuals but also as representatives of a certain sector.

- o To help establish and grow the NGI ecosystem.

The workshop will allow HUB4NGI to present the project, its tasks and goals and to get in contact with new relevant stakeholders, not only from Poland, but also from Eastern Europe countries to achieve the best outcome. The NGI initiative, context, plans and actions of the European Commission will be presented as well as a start-up's view on NGI, the research perspective and civil society needs and expectations discussed during this workshop.

➔ **Digital Innovation Networks Forum, 27th June, Brussels.**

<u>**Events participation**</u>

➔ **1st and 2nd International Workshop on Linked Data and Distributed Ledgers**. Blockchains and Distributed Ledgers (DLs) have emerged as a novel way to manage and exchange different types of digital assets among a large number of agents operating in a decentralised way. Existing DL platforms are driven by use cases from different user communities. Each community has its own requirements regarding the level of decentralisation, privacy, and identity management that the ledger would need to offer. To allow for these developments to be applicable to a wider, and more complex range of applications, they will need to be able to interoperate, both with existing distributed systems and databases technologies, and among each other. This has motivated researchers and practitioners to look at approaches such as Linked Data, which relies on core Web principles and standards such as URIs, HTTP, JSON-LD, RDF, and SPARQL. The OU is organising this workshop as a forum for researchers and practitioners from Distributed Ledgers and Linked Data to come together to discuss common challenges; propose solutions to shortcomings of existing architectures; and identify synergies for joint initiatives. The ultimate goal is the creation of a Web of Interoperable Ledgers. The first edition of this workshop has been held as part of WWW 2017 in Perth, Australia on 4th April 2017[12]. The second edition will be held as part of ESWC 2017 in Portoroz, Slovenia on 29th May 2017[13].

➔ **European Ethereum Development Conference (EDCON).** The OU joined the first

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[12] https://sites.google.com/site/lddlworkshop2017/home

[13] https://sites.google.com/site/lddleswc17

European Ethereum Development conference that took place in Paris at the Ecole Supérieure de Commerce de Paris on 17th-18th February 2017[14]. Over 400 developers and researchers attended the event to hear about the latest developments in Ethereum technology and research including proof of stake, Scalability and Privacy as well as to see demonstrations of Ethereum-based applications. The event was hosted by LinkTime, a startup that develops Ethereum applications and was supported by the Ethereum Foundation, ADETIF, Asseth (a French Ethereum non-profit organisation) and La ChainTech (a French Blockchain non-profit organisation).

➔ **Dagstuhl workshop: Using Networks to Teach About Networks**. This event offered a unique opportunity to educators and researchers to carry out in-depth discussions on how to best use the Internet for teaching how the Internet works. John Domingue from the OU gave an invited keynote on Beyond SPARQL: Linked Data, Software, Services and Applications. This event is part of a prestigious series of events held at the Dagstuhl Castle in Germany which have to be booked two years in advance. The events last between three days to one week and cover new or emerging topics in Computer Science. Generally, the organisers bring together the most prominent scientists in a number of fields so that they can discuss common problems and see how a combination of theories and techniques can lead to new insights in computing. The latest event took place on 12th-15th March 2017[15].

➔ **Blockchain meetup series: Blockchain technology and its applications**. This series of meetups is intended to get together those with a thorough understanding of Blockchain and its potential impact, with people looking to get a better understanding of Blockchain. The first two events of this series were organised and hosted by the OU on 8th February and 22nd March 2017[16].

➔ HUB4NGI will take part in the **23rd ICE/IEEE International Technology Management Conference**, which will take place on the 27th-29th June 2017, in Madeira (Portugal), organised by Faculdade de Ciências e Tecnologia da Universidade NOVA de Lisboa, UNINOVA together with Universidade do Minho. The Conference will bring together leading academics, researchers and practitioners, contributing to the global debate on research, science and will focus this year on "Engineering, Technology & Innovation Management Beyond 2020: New Challenges, New Approaches". HUB4NGI will attend the conference with the aims of:

   o Getting updated with some of the main topics that will be developed during the conference's sessions;

   o Conducting networking and dissemination activities with key stakeholders from the academic, research and policy-maker's community;

   o Obtaining input and guidance from the academic, research and policy-maker's community on specific NGI-related issues, such as "what subject areas of research, development and innovation should be supported in the NGI programme and how should they be supported". This initial interaction with

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[14] http://edcon.io

[15] https://www.dagstuhl.de/en/program/calendar/semhp/?semnr=17112

[16] https://www.meetup.com/BlockChain-The-future-of-secure-Financial-Systems

key stakeholders will also be used to validate HUB4NGI's existing, baseline knowledge on NGI topics, identify new issues and new technology areas relevant to the NGI environment, and gather a first set of results to be used to inform the future development of the NGI programme direction.

➔ HUB4NGI plans to also play an active role at the **23rd ICE/IEEE conference** through direct participation to one of the Conference's workshops. HUB4NGI's senior management team is currently in discussion with the General Conference Chair, Co-chair and other conference committees in order to organise and animate a workshop targeting one or more key topics of this year's programme and presenting HUB4NGI's main objectives, expected impacts and planned deliverables of the overall project.

Note that events as a crucial tool for engagement of stakeholders is an activity that encompasses the HUB4NGI BOOST work package. In particular, especially to support the dissemination at the listed external events, the HUB4NGI GUIDE work package needs to understand the subjects and methods of the NGI research, and for this it needs to consult with users and experts in relevant fields. One HUB4NGI GUIDE objective is therefore to recruit consultees and for this, dissemination is required to advertise consultation exercises so that interested parties may come forward to give their opinion. To inform the potential consultees of the current level of NGI understanding, HUB4NGI GUIDE has created a slide set describing the current NGI vision and strategy, which can serve as a publicly-facing statement of the known challenges, method and research subjects concerning the NGI community.

Planning ahead

Further to the events and workshops mentioned above, other events in the area of future Internet are in the radar of the HUB4NGI partners to provide for promotion of the NGI as appropriate (presentations, sessions, videos, booths, etc.) and improve the overall marketing and communication impact of the project. An up to date list is maintained on the FUTURIUM NGI corner (by HUB4NGI) as well as in the HUB4NGI dedicated events' page.

The consortium also plans to organise and moderate the NGI Forum, a major yearly event run in coordination with EC representatives, gathering NGI experts, researchers and innovators all across Europe and beyond in order to increase the visibility of the NGI initiative and obtain feedback and guidance on the results produced by HUB4NGI in view of shaping future work and collaborations in the NGI area for the years to come. The first edition of the NGI Forum is being organised towards end of Q3 and the plan (at the time of writing this deliverable) is to hold it in Barcelona.

3.2 Engagement Tools and Services

Community building and stakeholders' engagement tools and services are offered through dedicated and orchestrated activities pursued by the HUB4NGI CATALYST and the HUB4NGI BOOST work packages. The HUB4NGI CATALYST services aim to accelerate the NGI programme implementation, by identifying and promoting the NGI value-add and by stimulating the participation in the NGI initiative of a variety of players, with specific attention to researchers and innovative SMEs/start-ups. In parallel, HUB4NGI BOOST aims at increasing awareness of NGI within the target NGI landscape, supporting experimentation prospects and ensuring effective engagement of the target stakeholders through coordinated and participatory community building activities.

3.2.1   Support to the NGI Action Plan

One of the central activities to ensure the growth of a large, open, participatory and inclusive NGI ecosystem that HUB4NGI is responsible for, as a central part of the community building work, is, as anticipated in Section 2, to ensure engagement of all relevant players active in research and innovation fields that directly inject into the NGI vision all across Europe. In this respect the support provided to the FIF representatives to ensure participation of R&D&I actors in various member states and associated countries is crucial.

The NGI Action Plan identifies a set of activities that the EC has defined in close coordination with the FIF representatives so as to ensure engagement to the NGI of relevant stakeholders at the Member States level. As already mentioned, HUB4NGI provides support within the NGI Action Plan by acting as a mediator between the EC and the FIF / NGI NCPs acting all across Europe (Martel) and by providing and maintaining the online NGI map (OU).

The FIF members are expected to provide information on relevant activities, priorities, objectives and scientific, technological and innovation programmes, as well as to share good practices and roadmaps. The FIF meetings (typically 2 per year) are the places where these discussions take place and the representatives can present their activities and exchange best practices with each other and with the EC. During the last FIF meeting, which took place on the 27th April 2017 in Brussels, the NGI Action Plan, which will run until December 2017 and possibly beyond, was presented to the FIF members that have been asked to:

➡️ Identify a person or institution that will work as the NGI National Contact Point (NGI NCP). The NGI NCP should be nominated before the 15th of June 2017.

➡️ Organise an NGI workshop in each country to bring together the relevant NGI communities, e.g. young researchers, high-tech start-ups, civil society representatives and other groups, that can provide valuable input to the process of shaping the next generation Internet.

➡️ Identify relevant actors from each country that will play a key role within the NGI initiative.

In this context, HUB4NGI plays an important role in supporting FIF activities by:

➡️ Assisting the EC in the NGI Action Plan and regularly updating them on the progress of the Member States with the assigned NGI tasks,

➡️ Engaging with the FIF members, facilitating the NGI take-up process, and regularly updating them on the progress of NGI activities,

➡️ Encouraging and helping the Member States to set up related national activities as part of the NGI Action Plan.

For this purpose, Martel has been designated as contact point, rapporteur, and animator helping the EC by:

➡️ Presenting the NGI Action Plan to the FIF members and coordinating activities with the Member States,

➡️ Proposing to organise workshops and events in their respective countries, for example, to identify key stakeholders relevant to NGI,

➡️ Facilitating participation to NGI workshops at national levels,

➜ Checking the progress of ongoing activities, collecting data, extracting information, writing reports and presenting outcomes,

➜ Periodically updating the Member States on the progress of the NGI activities,

➜ Periodically updating EC on the progress of the Member States with the NGI tasks.

As requested by the EC within the NGI Action Plan:

➜ **(May to August 2017)**, Martel will be supporting the FIF representatives to identify the most important national actors for the NGI. These can be individuals, consortia, projects, programmes, initiatives or any other actor that is deemed relevant to bring forward and help shaping the NGI initiative.

➜ **(August to November 2017)**, Martel will be supporting and facilitating participation to NGI workshops in the Member States, together with the FIF representatives, with the aim to bring together communities that can play a key role within the NGI initiative.

➜ **(27th of November 2017)**, a final report on all activities will be issued by the rapporteur (Martel).

3.2.1.1 Interactive Online Map

An interactive online map (*Figure 3*) has been created by OU to register and visualise NGI actors and projects in each European Member State and associated countries, which will help and foster collaborations between them. Some key NGI actors might be, for example, research centres, national public research funding organisations, SMEs, start-ups, NGOs, corporates, incubators, accelerators, investors, influencers, and co-working spaces. Such a map provides an overview of all of the key NGI actors in Europe, their contact details and a short introduction of their organisation, their business activities and the projects and initiatives they are involved in. Through the online map, the Member States and associated countries will have an overview of the NGI community and their activities, so as to encourage and facilitate collaborations and participation.
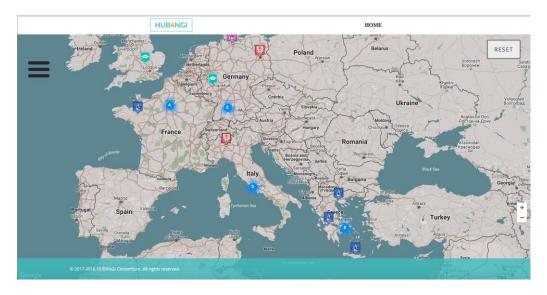

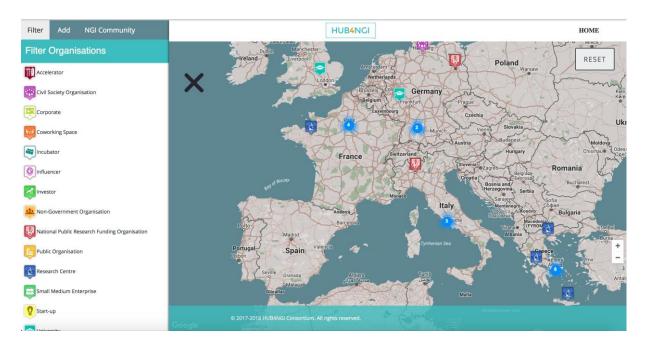*Figure 3: HUB4NGI online interactive map (landing page)*

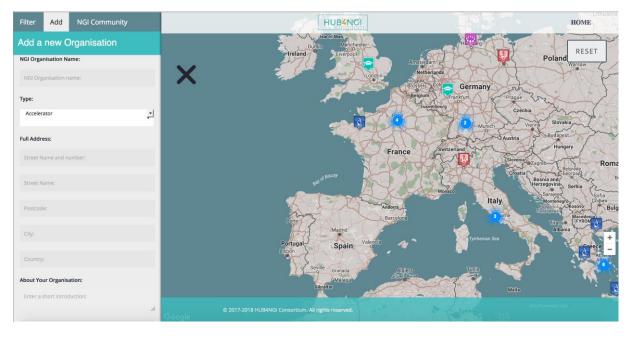*Figure 4: HUB4NGI online interactive map with filter organisations side bar*

Figure 5: HUB4NGI online interactive map and "Add a new Organisation" section on the left-hand side
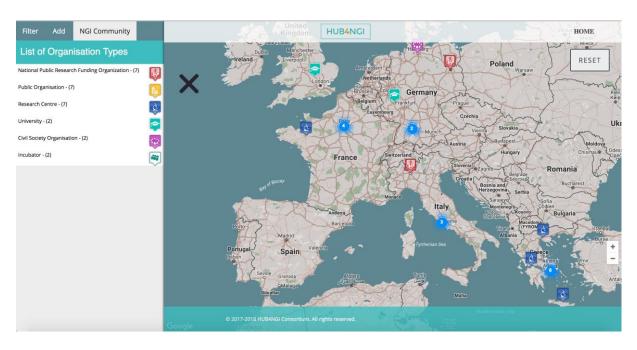
Figure 6: HUB4NGI online interactive map and "List of Organisation Types" section on the left-hand side

Figure 7: HUB4NGI online interactive map and "NGI Community" section on the left-hand side

New actors will be able to self-register by providing information about their organisation in order to join the community. *Figure 5* shows the section on the left side bar where newcomers can register. Each organisation on the map presents contact details, a short introduction of the organisation itself and a list of projects and initiatives it is involved in (see *Figure 5* and *Figure 7*). All of the organisations displayed on the map are also listed and grouped by type in the "NGI Community" section on the left side bar (*Figure 6*). Filter options are provided to filter NGI organisations on the map (see left side bar in *Figure 4*). Such a map will be initially integrated in the HUB4NGI portal along with its database. In the future, it might migrate to the Futurium portal. OU will be maintaining it during its lifetime and will be

moderating registrations.

3.2.2   HUB4NGI Support to NGI Open Calls

The HUB4NGI project will take advantage of the Fed4FIREplus partners in its consortium (IMEC, Martel and IT Innovation) to exploit the Open Call mechanisms for validation of the NGI concepts in a small scale. The Fed4FIREplus Open Call for projects will be used as an instrument to engage SMEs and individuals. Thanks to the HUB4NGI support, one of the upcoming Fed4FIREplus Open Calls will be focused on the key topics identified by the NGI stakeholders as critical for further development of the NGI.

In order to validate the concept of cascade funding, a key factor in the upcoming NGI work programme, HUB4NGI will propose to Fed4FIREplus a new model of funding for new projects, based on a two-stage selection. The closure of the first stage is planned in August 2017, while the closure and selection of winners of the second stage is planned for December 2017.

3.2.3   HUB4NGI NGI Awards

Another kind of engagement instrument proposed by HUB4NGI includes an award program. The HUB4NGI project will establish **NGI Awards** for promoting outstanding achievements and the institutions playing a key role in developing and deploying the solutions representing the broad concept of the Internet of the future. Also, the HUB4NGI project will be pointing out the users best exploiting the achievements of NGI initiatives that show their innovative approaches to gain better efficiencies and powerful opportunities. The NGI Award will be an official statement published with the use of the project communication channels proving that the awarded entity (public institution, organisation, company or even an individual) provides outstanding values and highest qualities.

These will create a hyper-connected society based on principles that are in line with European values of openness, cooperation, inclusiveness, transparency and protection of data and privacy. The deliverable D3.1 "Innovators Engagement Strategy" will include the procedure and selection criteria for awards for the best NGI community contributors.

3.3   Key Measures for Impact Creation

To properly support the dissemination and impact creation plan in an effective way, a well-tailored and far-reaching set of communication activities and tools has been set up. This effectively promotes the HUB4NGI services, supports the ongoing NGI projects in amplifying their communication efforts and grows the NGI initiative visibility overall. Towards this aim, a series of actions have been considered for presenting the project's results in a tangible and comprehensive manner, by tuning the message about the NGI value proposition according to diverse audiences and running targeted communication and marketing campaigns in relation to the HUB4NGI BOOST plan.

The HUB4NGI communication and marketing plan focuses on conveying core messages:

➔ The NGI initiative aims to embrace, gather and strengthen efforts that will ground the Internet of the future. The aim is to offer knowledge, networking, visibility, financial support, mentoring, partnering opportunities that the NGI ecosystem brings along.

➔ Advanced experimental resources and platforms developed within FIRE, 5G PPP, IoT and CAPS can be deployed as unique testing environments for NGI Innovators

developing technologies, applications, products and solutions in view of increasing their maturity and visibility while reducing their time-to-market. This is particularly valuable for SMEs as they might not have otherwise the capacity and capability to set up, and/or pay for, such large-scale testing environments.

➜ Investing in NGI is an innovation strategy that leads to concrete benefits both in the short and in the medium-long term perspective. By offering a large set of testing facilities, tools and concepts spanning across several technological domains (from 5G to cloud-based architectures, from IoT to smart cyber-physical systems, etc.), NGI allows R&D efforts to be capitalised and exploited both in horizontal and vertical (specific market-driven) perspectives.

The strength and consistency of the aforementioned core messages will be tested against the goals achieved in the NGI domain over time according to the roadmap analysis set forth in the HUB4NGI GUIDE work package. To this aim, for each goal established by the roadmap analysis a specific set of observable measures will be determined to confirm or disconfirm the actual achievement of the established goals. The actual measurement will occur through a set of composite KPIs, which will be shared initially with the NGI projects themselves and the EC. Upon validation, refined and concise versions of the indicators will be shared with the wider general community and will be accompanied by a set of indicators specifically designed to meet communication and marketing needs. An initial list of these indicators and target values, including source and methodology, for the most relevant measures is provided in the Table 3. For what concerns the more intangible project outcomes and benefits, which cannot be captured quantitatively, the HUB4NGI consortium will be documenting all relevant results through detailed and regular reports via the planned deliverables.

Measure	Indicator	Target Values	Source and methodology
NGI Brochure	Nº of brochures created (updated once a year) and distributed	>1500 by the end of Y1 >3000 by the end of Y2	Distribution via participation to and organisation of dedicated events and electronically via the HUB4NGI Portal
NGI Poster	Nº of poster created (updated as appropriate)	At least 1 per year (possible updates depending on events)	Presentation via participation to and organisation of dedicated events and electronically via the HUB4NGI Portal
NGI presentations	Nº of presentations (updated as appropriate)	At least 4 per year according to participation at events	Presentation via participation to and organisation of dedicated events and electronically via the HUB4NGI Portal
Videos	Nº of videos published on the NGI YouTube channel by the end of year 2 and average number of views	At least 5 videos (2 in year 1 and 3 in year 2) and 300 views per video	Informative and promotional videos (storytelling, mini interviews, etc.) to support awareness creation and stakeholders engagement
HUB4NGI Portal	Nº of visitors to the website	>2500 per month (in year 1) >3000 per month (in year 2)	Online publication of material and crossed social media promotion via News, Publications, Videos, Newsletters, Technical blogs
Social networks	Nº of followers in Twitter (now 1234), LinkedIn (now 547) and YouTube (now 35)	At least 15% increase per year	Keeping NGI profiles on such networks alive via regular posting and monitoring
Newsletters - 2 per year	Nº of subscribers (currently 1900)	>2000 subscribers in year 1 >2200 subscribers in year 2	Recording of subscribers to the electronic newsletter
Blog posts	Nº of blogs published via the Futurium NGI web site	>10 in year 1 >15 in year 2	Short articles and technical news from ongoing NGI and NGI experimentation focused projects published via the blog

Measure	Indicator	Target Values	Source and methodology
Webinars	Nº of webinars Nº of participants	3 per year >15 participants per webinar	Advertisement of offered webinars via project web-site and social media channels
NGI Forum – 1 per year	Average number of participants per workshop	>50 participants per workshop	Attendance proof, presented material, photos, animation of social media channels, events' reports
Attended external events	Nº of events attended where NGI is presented and, promoted	At least 4 per year	Attendance proof, presented material, photos, animation of social media channels, events' reports

Table 3: Dissemination and communication key performance indicators

4   CONCLUSIONS AND NEXT STEPS

This document presents the HUB4NGI marketing, communication and community building strategy and plan. It describes key activities that are being pursued in order to guarantee broad visibility of the NGI initiative with the purpose to engage target stakeholders at European level and beyond.

Since the beginning of the project, the HUB4NGI partners have been active in several directions and pursued various promotional activities, including:

➔ Creation of the HUB4NGI project website, which is also used as communication and information exchange platform.

➔ Animation of the NGI dedicated area in the Futurium portal by posting reports, documents and blogs relevant to the NGI community, engaging in the debates, encouraging participation of visitors in the various activities on the portal and increasing visibility through dedicated channels.

➔ Diffusion of HUB4NGI and NGI related news via dedicated dissemination and communication activities and tools, as well as animation of the NGI Twitter channel - @NGI4EU - and the various partners' individual social communication means.

➔ Creation of an interactive map for the promotion and registration of key NGI stakeholders in Europe, which encourages engagement among them.

   o The map has been integrated into the hub4ngi web site.

   o HUB4NGI members will actively promote the map for populating it.

➔ Follow up on engagement of FIF members and NGI NCPs via dedicated emails and regular coordination with the EC.

   o Martel will participate to the next meeting with the FIF representatives on the 28th June in Brussels.

➔ Organisation of and contribution to several NGI-focused events:

   o Organisation of NGI BoF at TNC 2017, 30th May 2017.

   o Contribution to advertise the NGI Summit, 6th June, Brussels.

   o Organisation of the NGI workshop, 8th June, Poznan.

   o Contribution to organisation of the DIN Forum, 27th June, Brussels.

   o Contribution to run the NGI session at NetFutures 2017, 28th-29th June, Brussels.

   o Organisation of the NGI Forum planned to take place in Barcelona, second week of September.

HUB4NGI is regularly coordinating with the EC on ongoing and upcoming NGI initiatives and close coordination with the upcoming NGI CSAs funded under ICT-41, which should start in September 2017, is planned so as to ensure achieving greater impact of the project's activities and of the overall NGI programme.

REFERENCES

[1] EC Futurium portal, https://ec.europa.eu/futurium/

[2] FIRE portal, https://www.ict-fire.eu/