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# HUB4NGI

## D4.3 REPORT ON COMMUNITY BUILDING AND PROMOTIONAL ACTIVITIES (VERSION 1)

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Abstract	This deliverable presents the community building and promotional activities undertaken by the HUB4NGI project during its first year. These activities are focused on engaging the NGI stakeholders via various communication channels, as well as a wide range of events and other online and offline
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	initiatives.
Keywords	Community building, promotional activities, communication channels, events, engagement.

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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.

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## EXECUTIVE SUMMARY

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The HUB4NGI Work Package 4 (WP4) is dedicated to “NGI BOOST – Boosting the NGI Ecosystem Creation and Promotion” and aims at developing 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. WP4 is comprised of the following three tasks:

- T4.1 Stakeholder engagement and community building
- T4.2 Marketing and Communication
- T4.3 Events’ Participation and Organisation

The deliverable detailed in this document presents an overview of the community building and promotional activities carried out by WP4 during the first year of the project. These activities have been performed via:

- **Communication channels**, including the project website, other dedicated NGI websites, bespoke tools such as the NGI interactive map, social networks, blogs, newsletters, webinars, videos, and more.
- **Events and initiatives**, which are raising awareness about NGI, are engaging NGI stakeholders in a variety of ways, and are supporting key functions of the NGI community.





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## ABBREVIATIONS

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<b>AC</b>	<b>Associated Country</b>
<b>CP</b>	<b>Contact Point</b>
<b>EC</b>	European Commission
<b>FIF</b>	Future Internet Forum
<b>FIRE</b>	Future Internet Research and Experimentation
<b>MS</b>	Member State
<b>NCP</b>	National Contact Point
<b>NGI</b>	Next Generation Internet



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## INTRODUCTION

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The details within this deliverable are written following the plans detailed in the marketing, communication and community building strategy outlined in D4.2 at M4 of the project in order to provide details on how the channels and engagement opportunities have been developed since. The aim of the D4.2 strategy and plan was to define the marketing, communication and community building strategy and describe the activities HUB4NGI partners will pursue so as to guarantee broad visibility, promotion and uptake of both the NGI and the specific project's activities. This deliverable therefore reports on the activities completed to date towards the goals set in D4.2 and provides further insights into our online and offline engagement strategies and channels.

The remainder of this deliverable is structured as follows. Section 1 summarises all updates since D4.2. Section 2 presents the communication channels deployed by the project. Section 3 presents all the events organised and participated by HUB4NGI, as well as the initiatives undertaken by the project for supporting the NGI community. Section 4 presents the updated Key Performance Indicators associated with our community building activities. Finally, Section 5 concludes this deliverable.



## 1 UPDATES SINCE D4.2

### 1.1 UPDATE ON WHAT HAS HAPPENED SINCE D4.2

Since the beginning of the HUB4NGI project and more specifically from the publication of the deliverable D4.2 MARKETING, COMMUNICATION AND COMMUNITY BUILDING STRATEGY AND PLAN, the NGI initiative and ecosystem have grown. Besides several initiatives promoted by a variety of players in various Member States and Associated Countries, either with the support and participation of the EC or as nationally triggered activities, there have been a growing momentum and increasing attention to the NGI.

Many core activities have been supported or led by the HUB4NGI consortium. The HUB4NGI web site and various online channels, including the NGI Twitter channel, the Futurium web site of the EC, have been used as main vehicles for broad promotion of various NGI-driven activities. Major efforts have been dedicated to coordination of the various Future Internet Forum (FIF) representatives and NGI Contact Points in the various Members States and Associated Countries, via mailing list, a dedicated webinar, support to organise and advertise NGI workshops across Europe, as well as the creation, maintenance and promotion of the NGI Online Map<sup>1</sup> (hosted at the hub4ngi.eu web site).

The NGI session - a key priority for the future - organised by the EC at the Digital Assembly in Malta in June 2017 was massively promoted before and during the event (15-16 June, Malta) via the HUB4NGI website, the Futurium website and via Twitter and flyers were produced and distributed in place to all participants.

HUB4NGI contributed to the organisation of the Digital Innovation Networks 2017 Forum which was held in Brussels the day before the Net Futures Conference (28-29 June). During the Net Futures Conference, Dr. Monique Calisti, the coordinator of HUB4NGI, supported the EC in running and moderating the dedicated NGI session. Broad promotion of the event, before, during and after, was again ensured via all online and offline means (Twitter, Futurium, HUB4NGI web site, flyers).

Summer was intense and dedicated to organising the first edition of the NGI Forum, which was held in Barcelona (kindly hosted by i2CAT) on the 13th September. Several conference calls were run beginning of the Summer with the EC to define and refine the agenda of the Forum and identify the best speakers that could help creating lively and productive debates on what are the main issues and priorities for the NGI to address to grow as a global and embracing initiative. A dedicated event's web site was created ([www.ngiforum.eu](http://www.ngiforum.eu)) as well as dedicated promo material, including NGI roll-ups, updated NGI flyers and various presentations and infographics. The event had a great echo and more than 80 participants contributed to animate both the plenary sessions and the three hands-on breakout working groups.

During the second part of September until beginning of November, HUB4NGI, and more specifically Martel, has been directly and intensively involved in the preparation, promotion and animation of the NGI booth at the ICT Proposers' day 2017, which was held in Budapest on the 9-10 November. Martel designed and produced materials, namely a refreshed version of the NGI flyers, two different posters and 10 promotional NGI videos, prepared the digital and physical templates that were used to animate a photo booth via which more than 200 email

<sup>1</sup> <https://www.hub4ngi.eu/map/>



addresses for the NGI mailing list were collected. Intense promotion of the Work Programme 2018-2020 NGI Calls was also launched and ensured via Twitter, before, during and after the ICT Proposers' Day 2017.

Finally, HUB4NGI, and more specifically IDC and Martel, have been also directly involved in the preparation and animation of the NGI Booth at the IGF 2017, which will be held 18-21 December in Geneva (Switzerland).

Meanwhile, 3 new Coordination and Support Actions for NGI have started in Fall 2017, namely SpeakNGI.eu, NGI MOVE and ENGINEERROOM. The EC organised in September in Brussels a first meeting dedicated to the coordination of all the 4 projects (HUB4NGI being the first one in the NGI context) that Martel attended as Project Coordinator of HUB4NGI. While there are still several discussions going on how to organise and coordinate on activities across the 4 different consortia, this new situation has created the need within HUB4NGI to rethink and reorganised a number of planned activities, in particular at the level of communication, marketing and community building. As a matter of fact, there is an increased coordination overhead created by the fact that besides harmonising project partners' efforts with the EC requests, an ongoing collaboration cross-CSAs has been established since October 2017 with a Task Force that collaborates and meets periodically through weekly conference calls. This is one of the main reasons why, as described in more details in the Periodic Progress Report for year 1, a second amendment for HUB4NGI has been submitted in November.

In terms of communication, marketing and community building strategy and plan, the main changes that the new situation (4 CSAs acting in parallel) has determined can be summarised as follows:

- ➔ A new website dedicated to the NGI initiative - [www.ngi.eu](http://www.ngi.eu) - has been created and is currently managed by HUB4NGI (namely Martel).
- ➔ Responsibility for animation of the NGI communication channels, specifically of the Twitter and YouTube channels, is now shared among the 4 CSAs.
- ➔ Design and production of promo materials will be shared among the 4 CSAs.
- ➔ Support to the EC in organising and attending events will now be shared among the 4 CSAs.
- ➔ A unique newsletter channel has been created and will be maintained and coordinated by HUB4NGI (namely Martel).

## 1.2 LATEST ACTIVITIES IN THE NGI INTER-CSA GROUP

The NGI inter CSA group gathers the project coordinators of the 4 NGI CSAs. Besides bi-weekly conference calls which Martel and IDC attends, a physical face-to-face meeting has taken place on the 21-22 November in Brussels.

### 1.2.1 The NGI Communications Task Force

The NGI Communications Task Force (NGI CS TF) contains dissemination and communication responsible persons (COMMS) from all four NGI CSA projects and additionally Nicole Muessigmann represents the EC. The main objective of the NGI Communications Task Force has been to coordinate the work between all four CSA projects in NGI wide communication topics. In practice, the NGI CS TF has had weekly telephone conferences since



beginning of October 2017 when other three CSA projects started. Main discussed topics and done common inter-CSA work has included achievements and results as follows:

- ➔ NGI logo and NGI branding guidelines produced based on initial work by HUB4NGI (Martel);
- ➔ Editorial board setup for common dissemination and communication material preparation incl. social media channels;
- ➔ Processes for all dissemination and communication activities: news and events on the NGI.eu web, press releases, social media channel postings, etc.;
- ➔ The Ngi.eu website created, done by HUB4NGI (Martel);
- ➔ NGI communication guidelines produced based on HUB4NGI (Martel) initial work;
- ➔ Setup of a common file repository (owncloud) and other tools (Riot); and
- ➔ Creation of mailing lists (NGI news, Inter CSA, Communications) by HUB4NGI (Martel).

### 1.2.2 The NGI Inter-CSA Editorial Board

The NGI Inter-CSA Editorial Board ensures that whatever content is published under the "NGI initiative" umbrella, it is agreed upon by all four CSA projects in consensus mechanism. The Editorial Board does not normally meet, it operates "in automatic mode", respecting the processes and agreements indicated below and it has a scope to have a quality content that is related to NGI overall (no project-branded content). To reinforce the NGI mission, the CSAs will speak as one initiative and content will be delivered under one of the following three headers:

- ➔ Identification of research topics;
- ➔ Consultation; and
- ➔ Ecosystem building.

No mandatory feedback is required from the EC under the various processes. The agreed processes for different content are listed in the Appendix A.

### 1.2.3 Next steps

Although there are already now good results after only one month cooperation between all four CSA projects, even more closer coordination is needed. Therefore, a short strategic document will be prepared to coordinate the NGI communication strategies of the four CSAs. A common strategy shall sit on top of the four CSAs starting from current vision statements from the EC and will also define practical work that is now described in different separated documents.

## 2 COMMUNICATION CHANNELS

### 2.1 PROJECT WEBSITE

The HUB4NGI website [www.HUB4NGI.eu](http://www.HUB4NGI.eu) went online on the 20<sup>th</sup> of March 2017. It provides a “one-stop-shop” type of service about the HUB4NGI and overall Next Generation Internet activities on high level including access to the NGI Map, News, Events, and to additional resources. To be able to offer flexible content to different screen sizes of devices (PC, tablet, mobile), the web platform and design was selected carefully to provide dynamic web content to users. When new CSA projects started 1<sup>st</sup> of October it was recommended by the EC that the domain name *ngi.eu* should be purchased. The NGI Move project purchased it and currently when writing this deliverable, the HUB4NGI project is re-editing the HUB4NGI website that will be the main NGI web-portal in the address [www.ngi.eu](http://www.ngi.eu). The HUB4NGI website will continue as the HUB4NGI project’s own website e.g. for specific events. However, the NGI web-portal will become the central hub of the NGI information that will contain web-links to each project websites.

In this deliverable, we concentrate on to describe the HUB4NGI website and its statistics. The [ngi.eu](http://ngi.eu) web portal statistics (published 6.11.2017) will be reported in the final report.

The HUB4NGI website contains sub-sections (sub menus) as follows:

- ➔ **About** contains information about the general HUB4NGI, Overall objectives, The project consortium and information about the HUB4NGI Expert Group;
- ➔ **News** section highlights the breaking News from the HUB4NGI and NGI overall;
- ➔ **The NGI Map** contains a direct link to the NGI Map that includes key projects and actors relevant to NGI community;
- ➔ **Links** contains direct web-links to NGI relevant initiatives and organisations (e.g. Futurium, FIF Forum etc.);
- ➔ **Resources** includes Deliverables, Presentations/Talks, Promotional material, Newsletter and the NGI Frequently Asked Questions – FAQ;
- ➔ **Events** contains HUB4NGI organised own events (e.g. NGI Forum 2017) and overall Future Events related to the NGI Community; and
- ➔ **Contact** has a contact form to provide overall feedback.



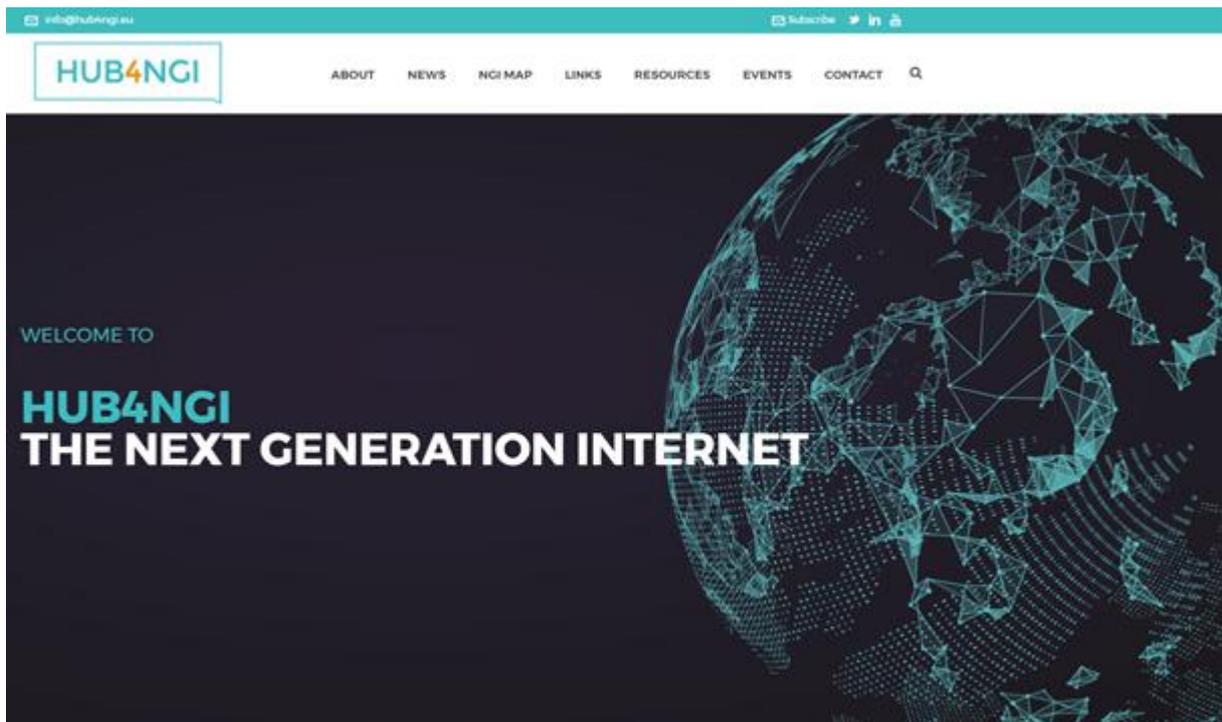
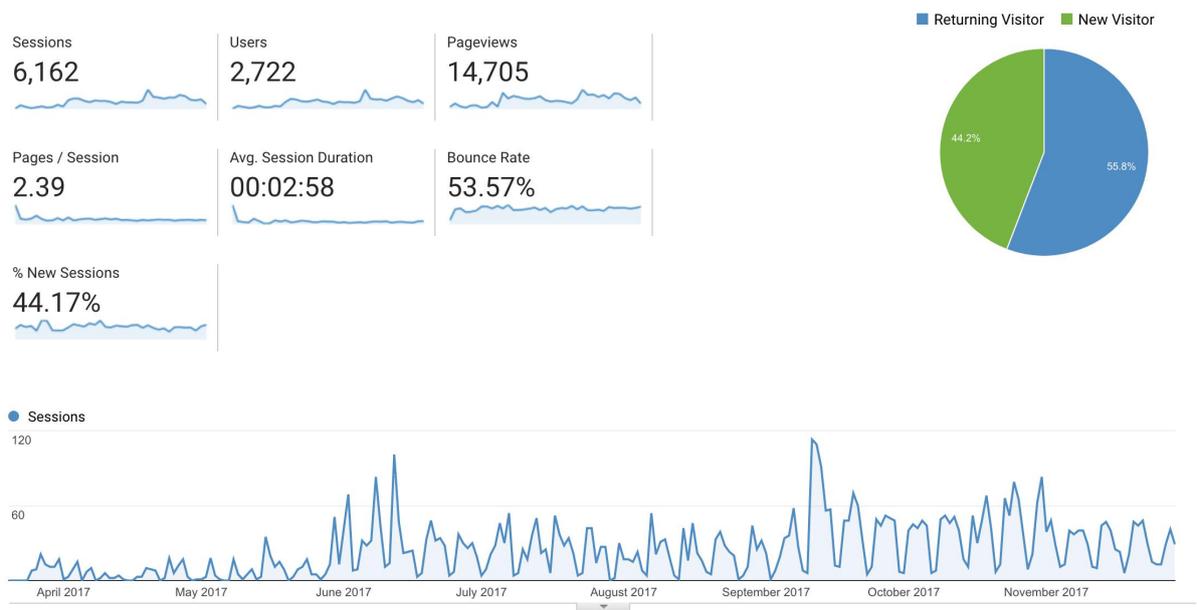


FIGURE 1: THE HUB4NGI WEBSITE

The statistics of the HUB4NGI website have been collected between 20 March and 29 November 2017. Typically, there have been 24 sessions (10 unique users) per day summarising all together 6162 sessions (2722 unique users) and 14705 page views (11198 unique page views) over the period.



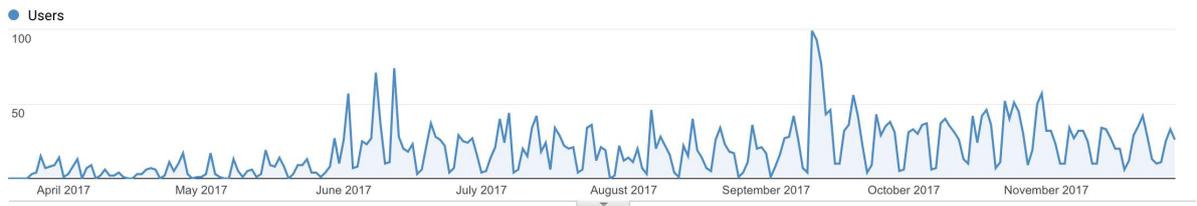


FIGURE 2: STATISTICS FOR THE HUB4NGI WEBSITE

The peaks of the page views in the figure below are related to:

- ➔ The promoted events: e.g. the NGI Forum 2017 and the Net Futures 2017;
- ➔ The promotion of the News and Events updates in Twitter; and
- ➔ The announcements of relevant information about the NGI.

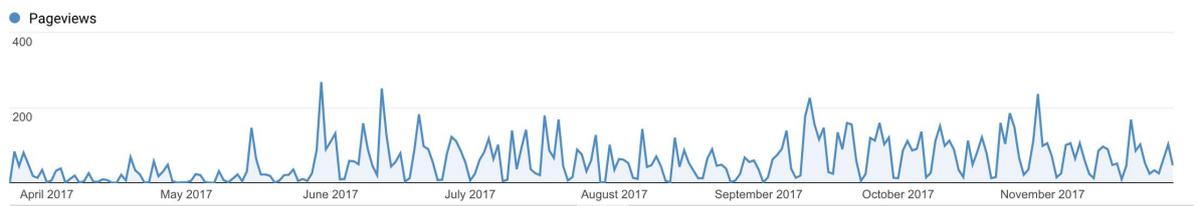
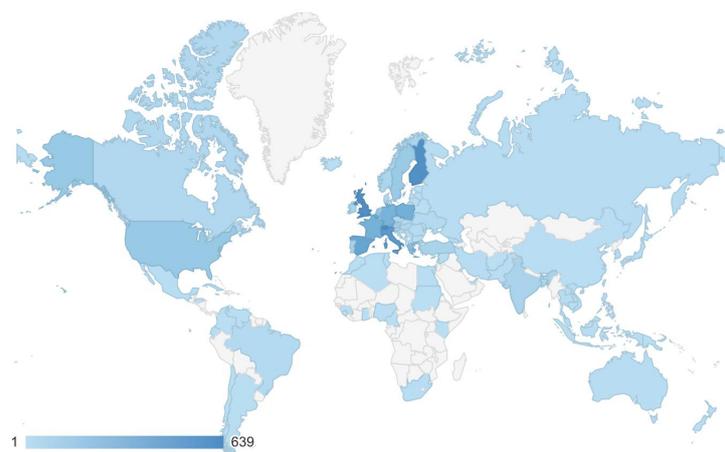


FIGURE 3: PAGE VIEWS STATISTICS FOR THE HUB4NGI WEBSITE

The top countries where web visitors have been coming from are in the following order: Switzerland, Finland, UK, Italy, Spain, Belgium, Poland, France, Germany, Greece, USA, Sweden, Austria, Netherlands, Slovenia, India, Portugal, Turkey, Ireland, and Norway. One interesting finding is that new visitors have been mostly coming from Spain and from Belgium.

Sessions ▾



Country ?	Acquisition			Behavior			Conversions		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	6,162 % of Total: 100.00% (6,162)	44.19% Avg for View: 44.17% (0.04%)	2,723 % of Total: 100.04% (2,722)	53.57% Avg for View: 53.57% (0.00%)	2.39 Avg for View: 2.39 (0.00%)	00:02:58 Avg for View: 00:02:58 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. 🇨🇭 Switzerland	639 (10.37%)	15.96%	102 (3.75%)	42.88%	3.38	00:05:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. 🇫🇮 Finland	609 (9.88%)	11.82%	72 (2.64%)	43.02%	2.55	00:04:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. 🇬🇧 United Kingdom	606 (9.83%)	29.87%	181 (6.65%)	46.20%	2.71	00:04:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. 🇮🇹 Italy	520 (8.44%)	33.65%	175 (6.43%)	51.15%	2.67	00:03:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. 🇪🇸 Spain	435 (7.06%)	65.29%	284 (10.43%)	56.32%	2.21	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. 🇧🇪 Belgium	423 (6.86%)	52.25%	221 (8.12%)	55.08%	2.12	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. 🇵🇱 Poland	364 (5.91%)	50.00%	182 (6.68%)	62.36%	2.01	00:02:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. 🇫🇷 France	352 (5.71%)	49.43%	174 (6.39%)	47.16%	2.51	00:02:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. 🇩🇪 Germany	336 (5.45%)	56.55%	190 (6.98%)	55.95%	2.15	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. 🇬🇷 Greece	236 (3.83%)	40.68%	96 (3.53%)	55.93%	2.22	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 95

FIGURE 4: STATISTICS PER COUNTRY FOR THE HUB4NGI WEBSITE

## 2.2 NGIFORUM.EU

The HUB4NGI project organised the Next Generation Internet Forum on September 13th, 2017 in Barcelona, Spain. The event itself is described more in details in the Events section of this deliverable. Here, we describe activities and produced material to make a successful event.



FIGURE 5: BANNER OF THE NGI FORUM 2017

The event-specific website was launched on the 26th of June at <https://ngiforum.eu/> and the registration at the Eventbrite was opened the same day. Below the website stats of the NGIForum website from the 16th June to the 29th November.



FIGURE 6: STATISTICS FOR THE NGI FORUM 2017 WEBSITE

The event flyer<sup>2</sup> was produced and distributed in several target stakeholder-specific events incl. the NGI Forum and the Net Futures 2017. Also, a Twitter campaign was created on the @NGI4EU account for the events. Below some examples of Twitter card for the campaign.



FIGURE 7: TWITTER CAMPAIGN FOR THE NGI FORUM 2017 - SPEAKERS

During the event, we supported the creation of the NGI rocket illustrated by Carlotta Cataldi as Graphic Facilitator. The live tweeting was also important during the event and photos and videos were taken.

<sup>2</sup> [https://hub4ngi.eu/wp-content/uploads/sites/11/2017/06/ngiforum-savethedate\\_low.pdf](https://hub4ngi.eu/wp-content/uploads/sites/11/2017/06/ngiforum-savethedate_low.pdf)



FIGURE 8: THE NGI ROCKET

**NGI Governance:  
Beyond Technology  
Challenges**

 #NGIFORUM17

 **THE NEXT GENERATION  
INTERNET FORUM 2017**

FIGURE 9: LIVE TWEETING AT THE NGI FORUM 2017 - SESSIONS



FIGURE 10: LIVE TWEETING AT THE NGI FORUM 2017 - SPEAKERS

After the event, a report was created<sup>3</sup>, photos<sup>4</sup> and videos<sup>5</sup> were published and Twitter moments<sup>6</sup> were created that collect all the tweets using the event hashtag #NGIForum17.

## 2.3 NGI.EU WEBSITE

The new NGI web portal - [www.NGI.eu](http://www.NGI.eu) - was launched 6.11. 2017 (see the partial stats - less than a month - in the picture below. More accurate statistics will be reported in the final report). Acting like a one-stop-shop, the NGI portal opens up the NGI ecosystem to better serve the existing NGI community and attract new potential NGI players.



FIGURE 11: STATISTICS FOR THE NGI.EU WEBSITE

Web visitors are now able to have fast, easy access to all NGI related resources and services available on the global, EU, regional and national levels to find:

➔ [Basic information](#) about the NGI

<sup>3</sup> <https://www.hub4ngi.eu/download/ngi-forum-report/?wpdmdl=5626&masterkey=59e8aadb15dca>

<sup>4</sup> <https://ngiforum.eu/photos/>

<sup>5</sup> <https://www.youtube.com/watch?v=gk4liFin1Zk&list=PLMry6uwmHiLY2PVfsujnp3WrwI5-qd2IT>

<sup>6</sup> <https://twitter.com/i/moments/915515046993842177>

- ➔ Funding opportunities via [on-going Calls](#)
- ➔ On-going [consultations](#)
- ➔ [NGI Contact points](#) in the European Union member states and associated countries
- ➔ NGI related [news](#) & [events](#)
- ➔ NGI related [initiatives](#)

The new NGI web portal will help NGI community and NGI projects to maximize their impact across the Next Generation Internet landscape while helping the NGI and related communities find each other for successful collaboration.



FIGURE 12: HOMEPAGE OF THE NGI.EU WEBSITE

## 2.4 NGI MAP

The HUB4NGI project has developed the NGI interactive map<sup>7</sup> in order to foster collaboration amongst researchers and innovators in Europe and beyond, including research centres, national public research funding organizations, SMEs, start-ups, non-government organisations (NGOs), corporations, incubators, accelerators, investors, influencers, co-working spaces, and more.

The map provides users with the core information they need to better reach all the active stakeholders in the European NGI ecosystem, including their contact details, a short introduction to their organisation, an overview of their business activities (if relevant), as well as information about projects and initiatives they are involved in. It is designed to encourage

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<sup>7</sup> <https://www.hub4ngi.eu/map/>

and facilitate collaborations and participation in the NGI initiative. At the time of writing this deliverable, over 100 organisations have been registered in the NGI map.

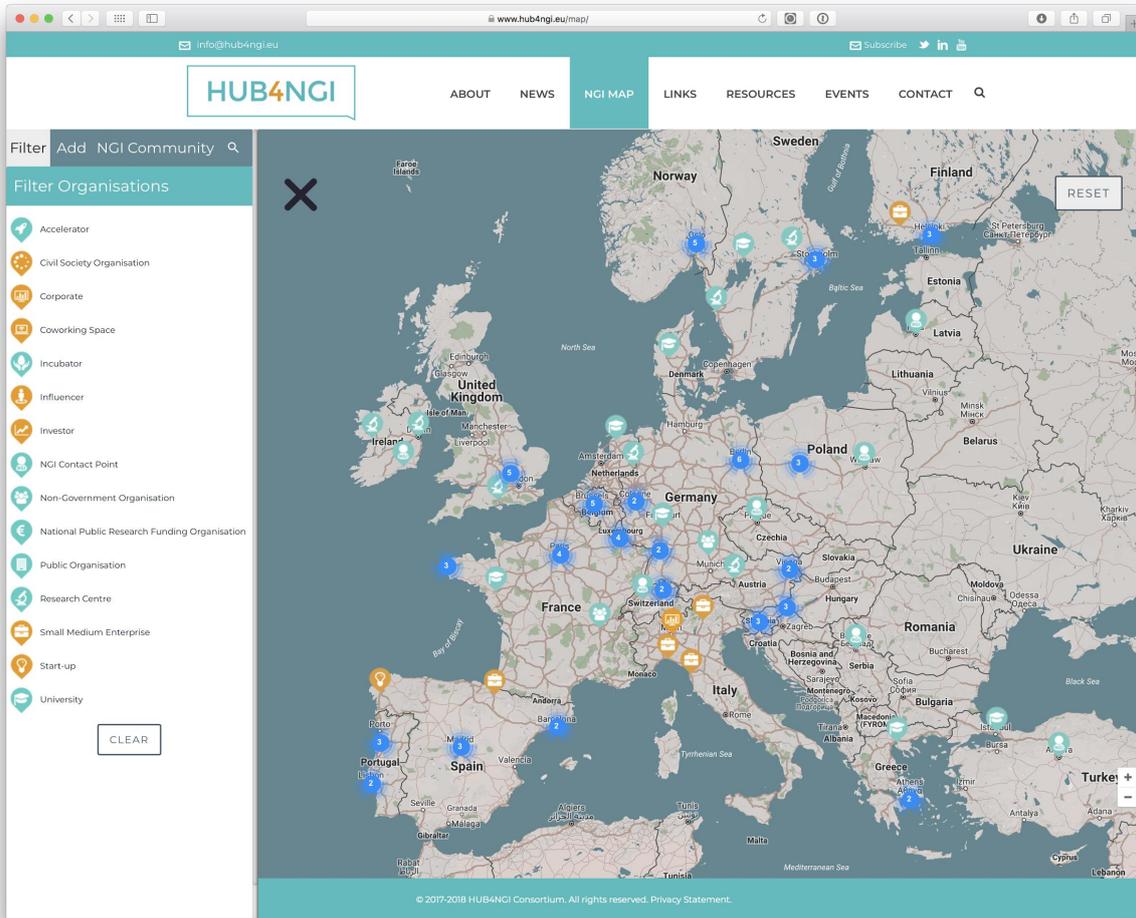


FIGURE 13: THE NGI MAP

The NGI map brings the following benefits to registered organisations:

- ➔ A marketing channel to promote their work and expertise, leading to increased visibility and reach.
- ➔ Standing out as supporting a new initiative for the development of the Future Internet.
- ➔ Being able to shape and refine the NGI R&D agenda, planned activities and instruments.
- ➔ Joining a true pan-European partnership: national – EU – international.
- ➔ Participating in the NGI activities by fostering collaborations with top-notch players.

As the development of the map is ongoing, the HUB4NGI project has created a roadmap for the future development of the map. This roadmap details the development tasks that have been identified (e.g. new features, bug fixes, etc.), as well as the timetable of development milestones. These milestones correspond to future releases of the map and are associated with development tasks (e.g. new features, bug fixes, etc.). This roadmap has been made

publicly available via a dedicated GitHub repository<sup>8</sup> and will be updated with new development tasks and milestones throughout the duration of the project.

## 2.5 TWITTER

Martel Innovate took in charge the management of the official NGI Twitter account in the beginning of November 2016. The Twitter account @netXperiment was renamed on 15th October to the @NGI4EU. From the end of October 2016 till the end of November 2017, the NGI Twitter account has attracted 871 new followers - including project partners, similar projects, interested stakeholders, etc. 674 new tweets (+ 449 retweets) have been pushed out.

The @NGI4EU is now following 727 accounts, mostly initiatives and projects in similar future internet fields or of similar nature where also partners have been involved.



FIGURE 14: NEW TWEETS

<sup>8</sup> <https://github.com/HUB4NGI/NGI-map/milestones>

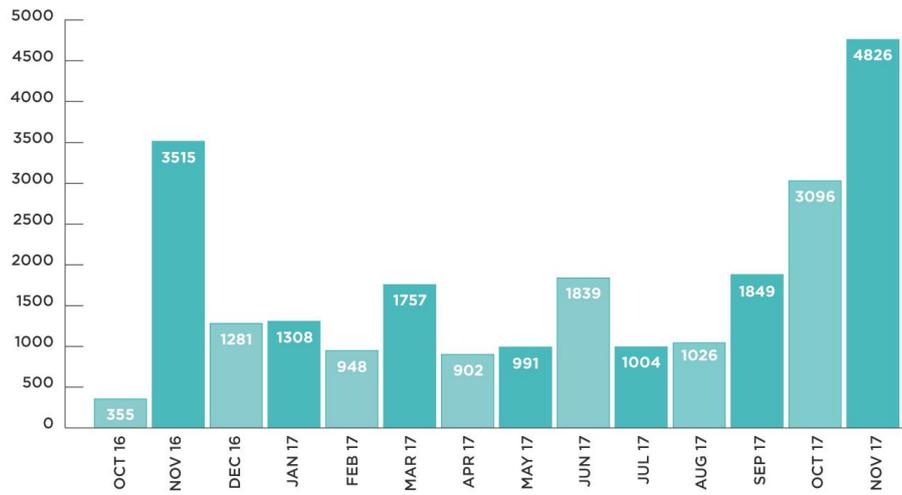


FIGURE 15: PROFILE VISITS



FIGURE 16: NEW FOLLOWERS



FIGURE 17: MENTIONS



FIGURE 18: IMPRESSIONS

The NGI4eu Twitter account has been used to promote NGI News, Open Calls from NGI Experimentation projects, Events and other Announcements related to NGI. The top tweets (earned most impressions, more than 4,500 views) of the month indicate how important it is to attach a photo or video in the tweet to get higher visibility and that way better engagement i.e. more likes, retweets and after all more followers.

**NGI4eu** @NGI4eu  
 Are you one of these Smiling NGI People at #ICTPropDay?  
 Discover portrait photos taken at NGI Booth @ICTproposerEU and share Human Internet to your colleagues!  
[https://www.ngi.eu/resources/ngi-people/ ...](https://www.ngi.eu/resources/ngi-people/)  
 @DSMeu @ViolaRoberto @Ansip\_EU @PeterFatelnig @NMuessigmann @MoniqueCalisti @5GPPP #NGI4eu  
[pic.twitter.com/MiLfv7kXXy](https://pic.twitter.com/MiLfv7kXXy)

Impressions	4,862
Total engagements	110
Media engagements	26
Link clicks	25
Profile clicks	18
Likes	15
Retweets	13
Detail expands	13

**NGI4eu** @NGI4eu  
 We need to support scientific excellence to realise the @DSMeu vision and digitalise the #european industry @Ansip\_EU @ICTproposerEU #ICTpropday  
[pic.twitter.com/fpRVPdMYoh](https://pic.twitter.com/fpRVPdMYoh)

Impressions	4,778
Total engagements	73
Detail expands	18
Profile clicks	18
Media engagements	14
Likes	11
Retweets	9
Hashtag clicks	2
Link clicks	1

FIGURE 19: TOP TWEETS

## 2.6 LINKEDIN

After new CSA projects started in October 2017, it was agreed to re-brand the former IoT Council LinkedIn group into the NGI LinkedIn group<sup>9</sup>.

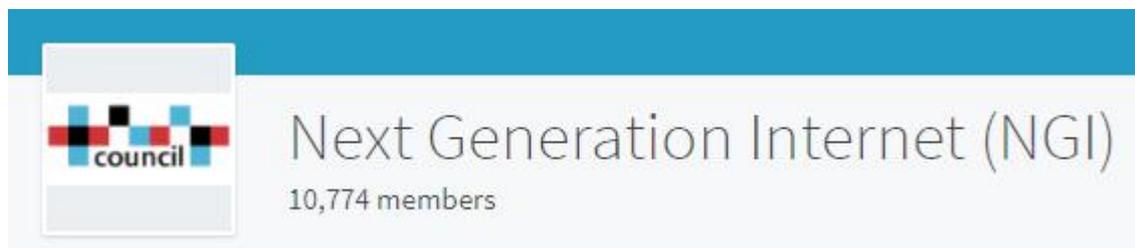


FIGURE 20: BANNER OF THE NGI LINKEDIN GROUP

The NGI LinkedIn group currently has 10774 members and it broadcasts e.g. postings about the published news on the NGI.eu website thus accelerating web-traffic to the NGI.eu website. Also, other LinkedIn group was created by the HUB4NGI and it will be merged (or members just will subscribe) to the NGI LinkedIn group.

## 2.7 FUTURIUM

Futurium is the European Commission maintained platform and it is dedicated to European citizens for discussing EU policies. There is a specific NGI group that contains discussions, events, documents, videos, people and blogs<sup>10</sup>. The latest blogs include e.g. the NGI Calls (ICT-24 and ICT-31) in the ICT Work-Programme 2018-2020, and NGI Contact Point webinar.



FIGURE 21: BANNER OF THE FUTURIUM WEBSITE

HUB4NGI project has posted several blog posts in the Futurium including e.g.

- ➔ Interacting with the NGI Contact Points
- ➔ Next Generation Internet the Emerging Research Challenges - Key Issues Arising from Multiple Consultations Concerning the Next Generation of the Internet
- ➔ Report on the NGI Workshop in Poznan

<sup>9</sup> <https://www.linkedin.com/groups/2206279>

<sup>10</sup> <https://ec.europa.eu/futurium/en/next-generation-internet>

- ➔ Europe should give meaning to the rule of law online
- ➔ The Next Generation Internet Map is now online: be part of it!
- ➔ The FIRE STUDY Next Generation Internet (NGI) White Paper
- ➔ A Human Perspective for the Next Generation Internet - The Digital Social Innovation Manifesto.

## 2.8 VIDEOS

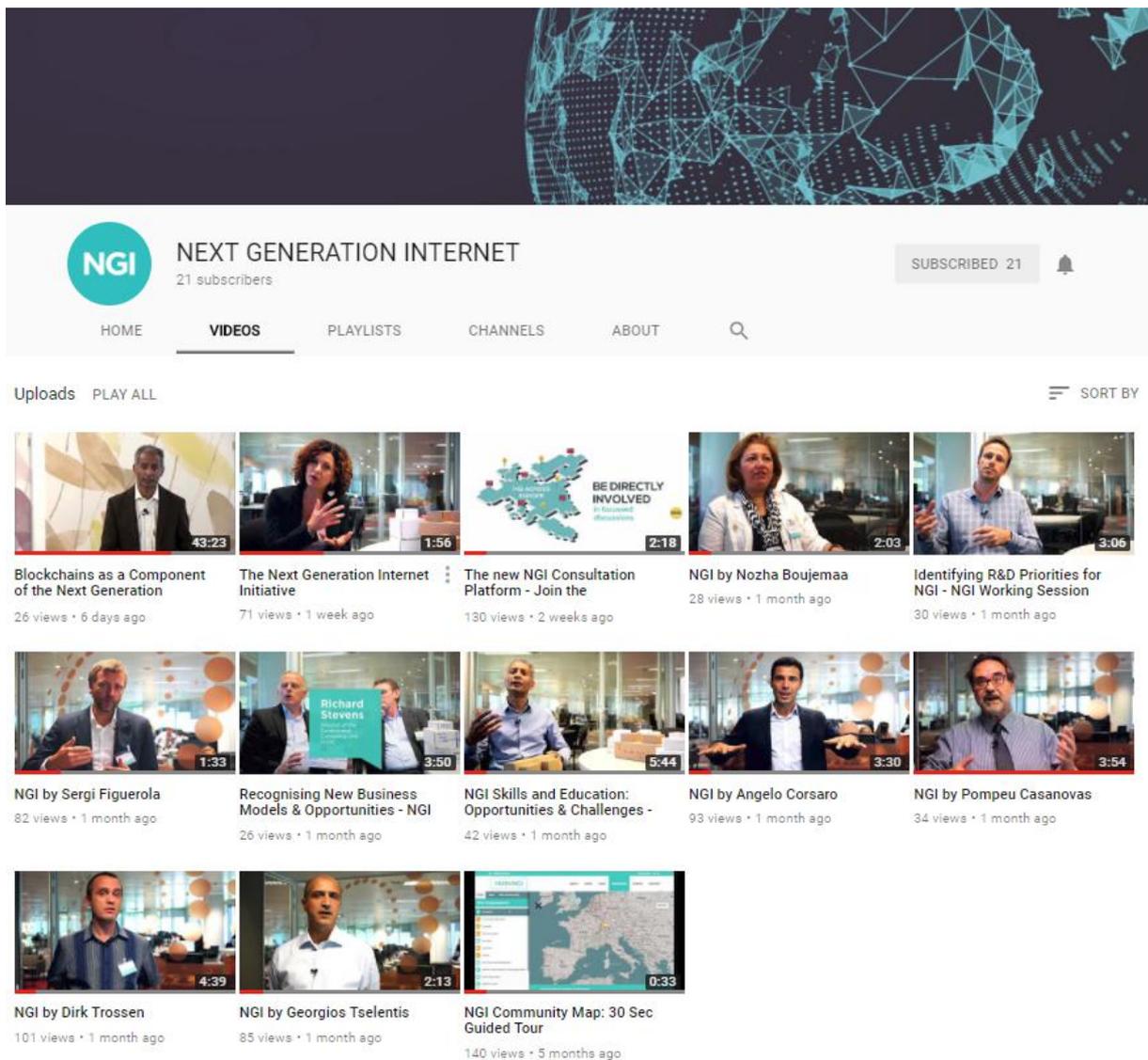


FIGURE 22: THE NGI YOUTUBE CHANNEL

The YouTube NGI channel<sup>11</sup> contains 10 videos recorded at the NGI Forum 2017 that was held on 28 September in Barcelona, all recorded by Martel Innovate. 6 videos show the

<sup>11</sup> [https://www.youtube.com/channel/UCafmIQ\\_fwe\\_FiwiiYj6QLUA](https://www.youtube.com/channel/UCafmIQ_fwe_FiwiiYj6QLUA)

opinions of the keynote speakers of the forum, 3 of them summarise the working sessions and the last one is a general video of the NGI initiative. After the editing work, the videos were published by mid of October 2017 and promoted sequentially during the second half of October through our social channels. All the videos are available on the NGI and HUB4NGI websites. The videos were screened on the NGI booth during the ICT Proposer's day 2017 in Budapest (9-10 Nov). There is also a video tutorial of the NGI Community Map (recorded by OU) and another about the NGI Consultation Platform (made by SPEAKNGI.eu, another CSAs of the NGI).

The NGI videos had a good starting rate of views in the two firsts weeks of promotion with 532 times. By 28 November 2017, the YouTube NGI channel counts 897 views in total and the most popular video is NGI Community Map: 30 Sec Guided Tour with 140 views.

Later on, we plan to add interview video recordings in other similar type of events as the NGI Forum.

## 2.9 PRESENTATIONS

The "Presentations/Talks" website<sup>12</sup> contains presentations related to the HUB4NGI project and in wider terms to NGI in general. Current material includes HUB4NGI General presentation, Blockchain webinar (organised on 31 October 2017) and the NGI Forum 2017 slides. The "Slides / Presentations" section on the NGI.eu website includes additionally NGI initiative related presentations<sup>13</sup>.

## 2.10 NEWSLETTERS

The newsletters present the latest highlights in discussion, interviews with initiative, target stakeholder and project representatives, and summary of main achievements in the period as well planned activities for upcoming periods.

The semi-annual sent/published newsletter consists of 6-10 news items and it is designed to act as a regular and direct link between HUB4NGI project and target stakeholders. The first newsletter was HUB4NGI branded and it was sent on 7.9.2017. It highlighted previous events (e.g. Next Generation Internet Summit and NGI workshops), the NGI Map and future events related to the NGI<sup>14</sup>. The second newsletter will be sent/published in December and it will be NGI branded having also news items from other CSAs.

## 2.11 PUBLICATIONS

### 2.11.1 Next Generation Internet: The emerging research challenges

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<sup>12</sup> <https://www.hub4ngi.eu/presentations-talks/>

<sup>13</sup> <https://www.ngi.eu/resources/presentations/>

<sup>14</sup> <http://mailchi.mp/83929c7f973c/hub4ngi-newsletter-1>

This white paper provides a synthesis of major themes pertaining to the Next Generation of the Internet (NGI) extracted from recent consultations on societal, economic, design and legislative concerns, and their implications for technological developments of the Internet<sup>15</sup>.



## NEXT GENERATION INTERNET THE EMERGING RESEARCH CHALLENGES

KEY ISSUES ARISING FROM MULTIPLE CONSULTATIONS  
CONCERNING THE NEXT GENERATION OF THE INTERNET

FIGURE 23: COVER OF THE NGI WHITE PAPER

## 2.12 WEBINARS

### 2.12.1 Interacting with the NGI Contact Points

The HUB4NGI project, together with the European Commission/E3 unit organised an interactive webinar on 18 September 2017 for the Next Generation Internet (NGI) Contact Points in the Member States and in the Associated Countries of the European Union. The webinar was filled with the NGI Contact Points engaged in lively discussion on NGI topics. The nominated Contact Points can be found out in the NGI map.

The objective of the NGI Contact Points webinar was to go through in practical terms topics on:

- ➔ The Next Generation Internet (NGI) in general, including the Background, Roadmap, Activities;
- ➔ How to organise workshops in the Member States and in the Associated Countries;

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<sup>15</sup> <https://www.hub4ngi.eu/download/hub4ngi-white-paper/?wpdmdl=5479&masterkey=59bab30b8f07b>

- ➔ The supporting tools (e.g. the NGI file repository and the NGI Map) for the NGI Contact Points; and
- ➔ The NGI survey.

More information is available on the HUB4NGI website<sup>16</sup>.

### 2.12.2 Blockchains as a Component of the Next Generation Internet

On 31 October 2017 the Open University, together with the HUB4NGI project, organised a webinar – Blockchains as a Component of the Next Generation Internet.



FIGURE 24: BANNER OF THE OCTOBER 31<sup>ST</sup> WEBINAR

In this webinar, Prof. John Domingue covered the impact of the technology in a wide variety of sectors (including energy, IoT, luxury goods and education), the basic principles and components underlying blockchains, including the use of cryptographic signatures, consensus mechanisms and smart contracts. John also explored the current and future potential for this technology to impact and shape the Next Generation Internet (NGI). In the end of the webinar Prof. John Domingue highlighted the European Union funding opportunities on NGI related Horizon 2020 Calls and an opportunity to meet NGI representatives at the ICT Proposer's day in Budapest. The webinar presentation is available for download<sup>17</sup> (pdf), as well as a video recording of the webinar<sup>18</sup>.

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<sup>16</sup> <https://www.hub4ngi.eu/interacting-ngi-contact-points/>

<sup>17</sup> <https://www.hub4ngi.eu/download/blockchains-component-next-generation-internet/?wpdmdl=5653&masterkey=59f89a064c0a1>

<sup>18</sup> <https://www.youtube.com/watch?v=FA6MsHuMJzI>

## 3 EVENTS AND INITIATIVES

### 3.1 ORGANISATION OF EVENTS

#### 3.1.1 NGI BOF

The TNC17 Networking Conference is 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.

The 33rd edition of TNC17 was hosted by the Austrian Academic Computer Network (ACOnet), the Austrian National research and education network (NREN) for science, research, education, and culture. The conference was held in the picturesque, UNESCO City of Media Arts of Linz, Austria between 29 May - 2 June 2017.



FIGURE 25: BANNER OF THE TNC17

During TNC17, HUB4NGI organized a Birds of a Feather session (BoF) to introduce the Next Generation Internet principles to the community and receive early feedback on potential interest and new ideas for the NGI. The session was organized jointly by the European Commission (Georgios Tselentis and Jean-Luc Dorel) and the HUB4NGI project (Bartosz Belter, PSNC).

The session was structured as a typical BoF, with a panel of 4 renowned speakers: Jean-Luc Dorel (European Commission), Brecht Vermeulen (IMEC), Jerry Sobieski (Nordunet) and Artur Binczewski (PSNC). The session was very well received by the audience. Discussions during the session concentrated on different topics, ranging from organizational aspects of the upcoming NGI call for projects, up to technical discussions on potential contributions from NRENs towards the NGI.

#### 3.1.2 The Next Generation Internet workshop: Widen the European space of life and work

The European Commission in collaboration with the Polish National Contact Point, Poznan Supercomputing and Networking Center and the HUB4NGI project organised a workshop in support of the EC Next Generation Internet (NGI) initiative.

The purpose of the workshop was to explore opportunities for research, industry and SMEs/Start-ups for collaboration within the scope of the NGI initiative. Renowned speakers, open and multidisciplinary discussions and World Café tables as the key elements of the workshop agenda helped the attendees to better understand the current situation of the NGI

initiative and participate in debates prioritizing and shaping the future evolution of the NGI. The results of the World Café session is reported in the D3.1.

The main goals of the workshop:

- ➔ To identify the major opportunities and challenges for society, research and private sectors;
- ➔ To identify the three main topics the NGI initiative needs to address in the near future;
- ➔ To help formulating expectations from the NGI initiative (as individuals but also as representatives of a certain sector);
- ➔ To help establish and grow the NGI ecosystem.



FIGURE 26: SNAPSHOT FROM THE WORKSHOP

## Programme

- 11:00 The NGI Initiative, context, plans and actions of the European Commission (Speakers: Georgios Tselentis and Nicole Muessigmann, European Commission)
- 11:30 A start-up's view on NGI: needs and expectations (Speaker: Michał Majewski, CEO PublishSoSimply, startup)
- 11:45 The research perspective: Trends and topics that NGI should embrace (Speaker: Krzysztof Walas, Ph.D., Assistant Professor, Institute of Control and Information Engineering (ICIE), Faculty of Electrical Engineering, Poznan University of Technology)

- 12:00 Civil society needs and expectations: What does NGI do for the people (Speaker: Marcin Borkowski, City Development Department, Poznań City)
- 12:15 HUB4NGI (Speaker: Bartosz Belter, PSNC)
- 12:30 Q&A Panel
- 12:45 Lunch break
- 13:15 World Café in 3 subgroups: research, civil society and startups – moderated by Richard Stevens (IDC), Maria Chiara Campodonico (Martel Innovate) and Nicole Muessigmann (European Commission)
- 14:15 World Café Wrap-up including Q&A
- 15:00 Closing + optional technology tour
- 16:15 End of meeting

### 3.1.3 DIN Forum 2017

The Digital Innovation Networks (DIN) Forum was organised jointly by HUB4NGI and FIRESTUDY as a pre-event of the Net Futures 2017 in Brussels on June 27th afternoon (13:30h – 17:30h). This was chosen in order to gather a maximum of interested participants, allowing them to combine into one same trip two important events related to Future Internet and NGI. The DIN Forum was intended for all types of stakeholders: Internet Researchers and Innovators, SMEs, Start-ups, Internet technology providers, Policy Makers and Investors.



FIGURE 27: SNAPSHOT FROM THE DIN FORUM 2017

Details of the event can be found at its website<sup>19</sup>, including a video of the day's discussions, presentation slides and a short report of the day's highlights<sup>20</sup>.

The main outcomes of the day were:

- ➔ Policy makers are key players to build the Next Generation Internet as a more human Internet that can be better inclusive, participatory and respecting the needs of citizens.
- ➔ The Digital Innovation Networks exercise and forum are concrete initiatives that aims at contributing to contribute shaping the NGI initiative and reaching future Internet researchers and innovators.

The detailed outcomes of the DIN forum were used as input to the analysis of NGI issues and research topics carried out in WP2 and reported in D2.1.

### 3.1.4 NGI Forum 2017

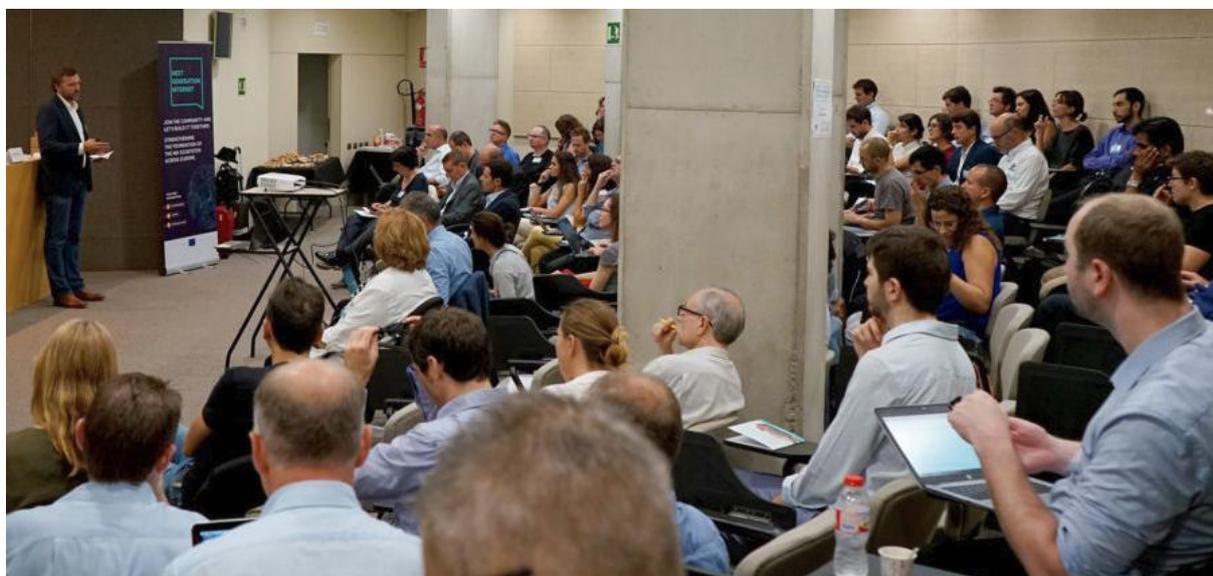


FIGURE 28: SNAPSHOT FROM THE NGI FORUM 2017

The NGI Forum, organised by HUB4NGI, took place in Barcelona on September 13th, 2017. With more than 160 registered attendees, 92 contributors from 18 different countries, 15 speakers, and three parallel working sessions, the Forum engaged active participants in the Next Generation Internet community from across Europe and beyond. This was a very positive result, as this event was not co-located with any other and many attendees travelled especially for it, the Forum can clearly be considered a great success.

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<sup>19</sup> <https://www.ict-fire.eu/event/digital-innovation-networks-forum/>

<sup>20</sup> [https://www.ict-fire.eu/wp-content/uploads/DINForum2017\\_Report.pdf](https://www.ict-fire.eu/wp-content/uploads/DINForum2017_Report.pdf)



FIGURE 29: NGI FORUM 2017 MAIN OUTCOMES

HUB4NGI had a prominent role in leading the different activities during the NGI Forum. The aim of the NGI Forum was to gather together those prominent actors that through their work and active engagement in various R&D areas are paving the way to design, build and refine the Internet of tomorrow. It was also an opportunity to share knowledge with leading experts from across a variety of disciplines, including privacy and trust technologies, decentralised data governance, discovery and identification, edge intelligence, etc. The NGI Forum report is published on the HUB4NGI<sup>21</sup> and on the NGI.eu<sup>22</sup> web sites.

### 3.2 PARTICIPATION IN EVENTS

The following table lists details of all events that representatives from HUB4NGI have attended on behalf of the project, in order to promote the project activities as well as the activities of the NGI initiative.

<sup>21</sup> <https://www.hub4ngi.eu/news/ngi-forum-report/>

<sup>22</sup> <https://www.ngi.eu/news/2017/10/19/ngi-forum-report/>



Event Name	Date, City, Country	Category of Dissemination	Title of event	Type of audience / Target stakeholders	Approx. size of audience	Countries addressed	Partner involved	Type of participation	Report / URL
NGI workshop / <a href="https://www.hub4ngi.eu/event/ngi-workshop-finland/">https://www.hub4ngi.eu/event/ngi-workshop-finland/</a>	5.10.2017, Helsinki, Finland	NGI introduction, stakeholder engagement, feedback collection	NGI workshop	SME/Startup, Research orgs, Industry, Civil society	20	Finland	Martel	NGI Contact Point (CP) organised workshop	The report and presented material is in the NGI CP repository: <a href="https://drive.google.com/drive/folders/0B4r4Ddw bHhruUVJXSi11TExfRGM">https://drive.google.com/drive/folders/0B4r4Ddw bHhruUVJXSi11TExfRGM</a>
NGI workshop / <a href="https://www.ngi.eu/event/ngi-workshop-switzerland/">https://www.ngi.eu/event/ngi-workshop-switzerland/</a>	14.11. 2017 Bern, Switzerland	NGI introduction, stakeholder engagement, feedback collection	NGI workshop	SME/Startup, Research orgs, Industry, Civil society	25	Switzerland	Martel	NGI Contact Point (CP) organised workshop	The report will be in the NGI CP repository: <a href="https://drive.google.com/drive/folders/0B4r4Ddw bHhrueFprSnFQUW91YUU">https://drive.google.com/drive/folders/0B4r4Ddw bHhrueFprSnFQUW91YUU</a>
ICT Proposers' day 2017 <a href="https://ec.europa.eu/digital-single-market/en/events/ict-proposers-day-2017">https://ec.europa.eu/digital-single-market/en/events/ict-proposers-day-2017</a>	9/10.11.2017, Budapest, Hungary	NGI introduction, stakeholder engagement, feedback collection	conference	SME/Startup, Research orgs, Industry, Civil society	4500	Europe	Martel	NGI session and NGI Booth	Summary report: <a href="https://www.ngi.eu/news/2017/11/27/ngi-ict-proposers-day-2017/">https://www.ngi.eu/news/2017/11/27/ngi-ict-proposers-day-2017/</a>
NetFutures 2017 <a href="https://www.netfuturesconference.eu/">https://www.netfuturesconference.eu/</a>	28/29.6.2017, Brussels, Belgium	NGI introduction, stakeholder engagement, feedback collection	conference	SME/Startup, Research orgs, Industry, Civil society	1000	Europe	Martel	The FIF meeting (presentation), Flyers, Martel (Monique Calisti) presented the	The FIF meeting minutes: <a href="https://ec.europa.eu/digital-single-">https://ec.europa.eu/digital-single-</a>



								user survey results in the NGI session	<a href="https://www.hub4ngi.eu/news/ngi-summit-at-brussels/">market/en/future-internet-forum</a>
Digital Assembly 2017 <a href="https://ec.europa.eu/digital-single-market/en/digital-assembly-2017-valletta">https://ec.europa.eu/digital-single-market/en/digital-assembly-2017-valletta</a>	15/16.06.2017, Valletta, Malta	NGI introduction, stakeholder engagement	conference	SME/Startup, Research orgs, Policy makers		Europe	Martel	Flyers	<a href="https://www.hub4ngi.eu/news/ngi-summit-at-brussels/">https://www.hub4ngi.eu/news/ngi-summit-at-brussels/</a>
IGF Internet Governance Forum <a href="http://www.intgovforum.org/">http://www.intgovforum.org/</a>	Geneva, Switzerland, 18-21 December	NGI introduction, stakeholder engagement	conference	No-profit organizations, policy makers, industry	Hundreds	Global	IDC	Flyers, roll-up, booth	
Future Internet Forum meeting	27.4. 2017 Brussels Belgium	NGI introduction, stakeholder engagement	meeting	FIF members	42	Europe	Martel	Presentation	The FIF meeting minutes: <a href="https://ec.europa.eu/digital-single-market/en/future-internet-forum">https://ec.europa.eu/digital-single-market/en/future-internet-forum</a>
New Statesman Emerging Tech Conference	20/11/2017, London, UK	Presentation on the vision of Blockchain applications for NGI	conference	Engineers, IT decision-makers and industry leaders	200	Europe	OU	Presentation	<a href="http://emergingtech.newstatesman.com">http://emergingtech.newstatesman.com</a>
Modern Employment and Digital Credentials	1/12/2017, London, UK	Presentation on the vision of Blockchain applications for NGI	conference	Employers, members of civil service, education and commercial product leaders	TBA	Europe	OU	Presentation	<a href="http://info.digitalme.co.uk/modernemployment">http://info.digitalme.co.uk/modernemployment</a>
FutureLearn Academic Network	7/11/2017, London, UK	Presentation on the impact of Blockchain	meeting	Academics and producers of MOOCs	40	UK	OU	Presentation	No public report is available. The meeting took





meeting: Learning through conversations and relationships in FutureLearn		applications in education							place among members of the FutureLearn academic team and was focused on the challenges faced in education through MOOCs and particularly emerging educational paradigms and technologies.
The Blockchain Summit: Emerging Trends and Real-World Applications	12/10/2017, Online	Presentation on the vision of Blockchain applications for NGI	webinar	Blockchain enthusiasts	100	Global	OU	Presentation	<a href="https://summits.brighttalk.com/summit/the-blockchain-summit/emerging-trends-and-real-world-applications/">https://summits.brighttalk.com/summit/the-blockchain-summit/emerging-trends-and-real-world-applications/</a>
Blockchain Live	20/09/2017, London, UK	Presentation on the vision of Blockchain applications for NGI	conference	Chief Executives, Chief Technology Officers, Chief Information Officers, Chief Compliance Officers, Chief Operating Officers, Chief Risk Officers, Chief Financial Officers	1000	Global	OU	Presentation	<a href="https://blockchainlive.com">https://blockchainlive.com</a>

ICT Proposers' day 2017 <a href="https://ec.europa.eu/digital-single-market/en/event/s/ict-proposers-day-2017">https://ec.europa.eu/digital-single-market/en/event/s/ict-proposers-day-2017</a>	9/10.11.2017, Budapest, Hungary	NGI introduction, stakeholder engagement, feedback collection	conference	SME/Startup, Research orgs, Industry, Civil society	4500	Europe	IT Innovation	NGI session, Cross CSA activities	Summary report: <a href="https://www.ngi.eu/news/2017/11/27/ngi-ict-proposers-day-2017/">https://www.ngi.eu/news/2017/11/27/ngi-ict-proposers-day-2017/</a>
NGI Forum	13/9/2017 Barcelona, Spain	NGI introduction, stakeholder engagement, feedback collection	forum Event	SME/Startup, Research orgs, Industry, Civil society	150	Europe	IT Innovation	Ran a stakeholder session	<a href="https://ngiforum.eu/agenda/">https://ngiforum.eu/agenda/</a>
Net Futures 2017	28-29 June 2017, Brussels, Belgium	NGI introduction, stakeholder engagement, feedback collection	conference	SME/Startup, Research orgs, Industry, Civil society	2000	Europe	IT Innovation	Information gathering for NGI GUIDE	Knowledge contributions reported in HUB4NGI D2.1
Digital Innovation Networks Forum	27 June 2017, Brussels, Belgium	NGI introduction, stakeholder engagement, feedback collection	forum event	SME/Startup, Research orgs, Industry, Civil society	100	Europe	IT Innovation	Chaired a panel session	<a href="https://www.ict-fire.eu/event/digital-innovation-networks-forum/?instance_id=70">https://www.ict-fire.eu/event/digital-innovation-networks-forum/?instance_id=70</a>

TABLE 1: EVENTS ATTENDED BY HUB4NGI REPRESENTATIVES



## 3.3 SUPPORTING THE NGI COMMUNITY

### 3.3.1 Supporting the Future Internet Forum

The Future Internet Forum (FIF) is a registered group composed of representatives of the European Union Member States and Associated Countries. It consists of officials from the competent ministries and/or experts from public or private institutions mandated specifically to represent national Future Internet (FI) initiatives. The forum meets twice a year (in the context of the Net Futures Conference or other similar events like the ICT Conference) and is the place where Member States and Associated Countries can:

- Share knowledge, experience and best practices;
- Identify key national actors, activities and institutions; and
- Devise common approaches and complementarities between the various frameworks.

The key activities of the FIF members in 2017 have been:

- To nominate an NGI contact point per MS and assign their role;
- To populate the NGI interactive map and engage stakeholders to register for;
- To engage the relevant and important NGI stakeholders and especially ensure their participation in NGI workshops organised by each MS.

HUB4NGI has played 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; and
- Encouraging and helping the Member States to set up related national activities as part of the NGI Action Plan.

HUB4NGI has provided support within the NGI Action Plan by acting as a mediator between the EC and the FIF / NGI CPs acting across Europe and by providing and maintaining the online NGI map (OU). In practical terms the HUB4NGI project nominated a FIF rapporteur (Martel) and had presentations in both FIF 2017 meetings - on 27 April and on 28 June. Both presentations highlighted the NGI action plan implementation activities in the member states and associated countries, roles of the nominated CPs, NGI awareness creation at the national level, and how the NGI map can be used to facilitate collaboration on a pan-European level. The both FIF meeting reports - prepared by the FIF rapporteur (Martel) together with the EC - are published on the FIF web-page<sup>23</sup>.

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<sup>23</sup> <https://ec.europa.eu/digital-single-market/en/future-internet-forum>

### 3.3.2 Supporting the NGI Contact Points

In Spring 2017, the FIF members were asked to nominate an “NGI Contact Point” in their Member States and Associated Countries. An “NGI Contact Point” can be an organisation or an individual who shall help in reaching out to the right group of stakeholders, getting actors on board and exchanging information with the Future Internet Forum members and the European Commission regarding ongoing trends and topics in the field.

The NGI Contact Point acts as a link to the future key actors, i.e. high-tech start-ups and SMEs, young researchers and civil society, and raises awareness about the NGI initiative (and H2020 funding possibilities in the work programme 2018-2020), promotes it and builds and broadens an NGI ecosystem in their member states and associated countries. Equally, the NGI Contact Point feeds back input from those groups with a view to shaping the evolution of the NGI initiative. The NGI Contact Points are supported by the HUB4NGI project.

There are currently 23 countries which have nominated their NGI Contact points. Martel, acting as the main contact person to the NGI contact points, has had continuous point-to-point calls or email communication with all of them to facilitate NGI take-off in the Member States and Associated Countries. Currently there are 20 (out of 23) countries’ NGI Contact Points on the NGI Map as depicted in the figure below.

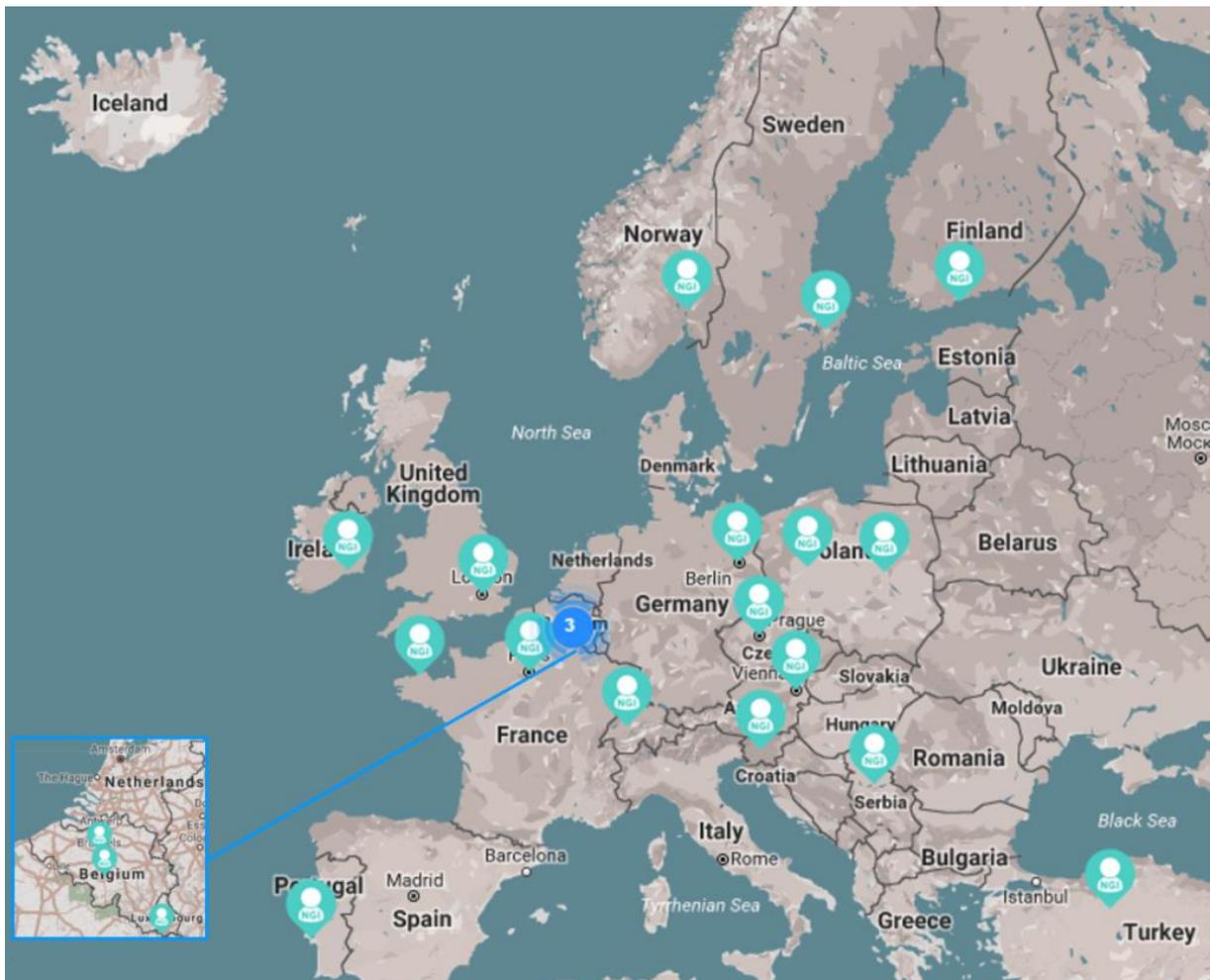


FIGURE 30: NGI CONTACT POINTS ON THE NGI MAP

The list of nominated NGI Contact Points in the European Union member states and associated countries is available on the NGI.eu web<sup>24</sup>.

### 3.3.2.1 The NGI CP training webinar

In order to provide effective support to the NGI Contact Points, the HUB4NGI organised together with the EC a training webinar on 18 September. The aim of the webinar was to increase awareness about the overall NGI ambition and align on major activities, events, and plans in supporting with workshops' organisation practicalities. The NGI CP training webinar in detail is described in section 2.12.1 of this deliverable.

### 3.3.2.2 The NGI workshops in the Member States and Associated Countries

The NGI CPs have organised, with support of the HUB4NGI project, eight workshops in the Member States and Associated Countries in Germany, Poland, Austria, The Netherlands, Italy, Finland, Czech Republic, and Switzerland. Future NGI workshops are planned in Belgium, France and Malta this year, and one more in Germany on 2018.

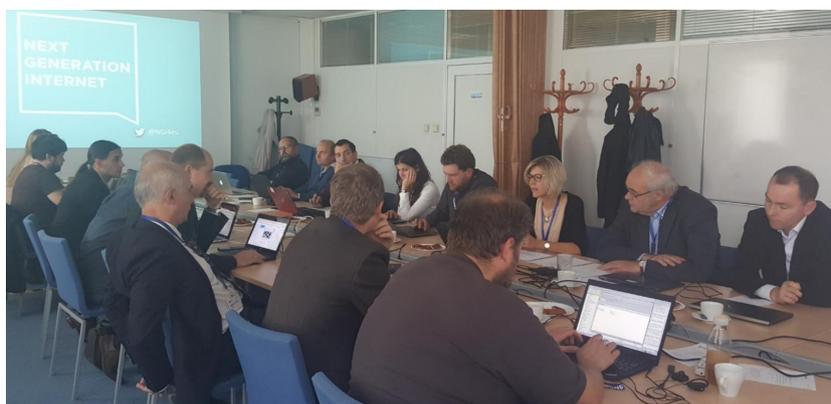


FIGURE 31: SNAPSHOT FROM AN NGI WORKSHOP WITH NGI CPS

The workshop structure has been same in all countries to make it easier to collect feedback in harmonised way. Therefore, a generic set of preparation documents were prepared and made available in the \Documents-Workshops folder at the NGI\_Contacts\_Repository<sup>25</sup>:

- ➔ An introduction text and an overall template how the workshop could look like
- ➔ A workshop report template
- ➔ A follow-Up -email template

<sup>24</sup> <https://www.ngi.eu/resources/ngi-contact-points/>

<sup>25</sup> <https://drive.google.com/drive/folders/0B4r4DdwbHhruRG1uRV9MwXdwSEk>





Workshops	May-17	Jun-17	Jul-17	Oct-17	Nov-17	Dec-17	Jan-18
Poland: 8 June, Poznan		8.6.					
Austria: 21 June, Wien		21.6.					
The Netherlands: 6 July, Twente			6.7.				
Italy: 11 July, Pisa			11.7.				
Finland: 5 October, Helsinki				5.10.			
Czech Republic: 11 October, Prague				11.10.			
Switzerland: 14 November, Bern					14.11.		
Belgium: 29 November, Charleroi						29.11.	
France: 1 December, Paris (info session)							
Malta: 11 December, Malta						11.12.	
Ireland: TBC							
Germany: 11 May, Berlin 25 January 2018, Berlin	11.5.						25.1.

TABLE 2: THE NGI CP ORGANISED WORKSHOPS

### 3.3.2.3 The NGI file repository

The NGI FILE-REPOSITORY material has been created, collected and maintained by the HUB4NGI project (Martel) and it is shared to all Next Generation Internet (NGI) Contact Points and Future Internet Forum (FIF) members in the Member States and in the Associated Countries. It is populated with latest material about the NGI Workshops, presentations, past meetings, reports etc.

#### 3.3.2.3.1 Folder structure

The NGI FILE-REPOSITORY contains material - that is updated continuously when new material has been published/made available - as follows:

##### \Documents-Workshops

- Templates/documents needed for the Next generation Internet (NGI) Workshops, reports; and presented material, photos & reports of the former NGI workshops.

##### \Meetings\_Telcos

- NGI Training webinar 18.9. 2017 collaborative minutes, recorded webinar video and presentations
- Future Internet Forum (FIF) meeting reports and presented material.

##### \NGI Contact Points

- The Terms of Reference - ToR - of the NGI Contact Points.
- List of all nominated NGI Contact Points in the MSs and in the ACs. These are included in the ['ngi-contacts@hub4ngi.eu'](mailto:ngi-contacts@hub4ngi.eu) mailing list. Feel free to share information to all NGI contacts via this mailing list: just send email to [ngi-contacts@hub4ngi.eu](mailto:ngi-contacts@hub4ngi.eu).

##### \Presentations

- NGI videos, presentations and web-links to other related presentations and videos in the latest events.
- The NGI presentation: e.g. the WP2018-2020 Call in details.
- The HUB4NGI project outcomes.

##### \General Reports

- A collection of general reports and white papers (their web-links) related to the Next generation Internet (NGI).

##### \Promotion material

- A collection of flyers, post cards etc. to promote the NGI.

##### \Questions and Answers

- This Question and Answer (Q&A) document provides answers for mostly asked questions in the area of NGI.





FIGURE 32: FLYER PROMOTING NGI

### 3.3.2.4 NGI Frequently Asked Questions

The Questions & Answers (Frequently Asked Questions - FAQ) document was created based on discussions with NGI Contact Points. It was published in the NGI File repository and on the HUB4NGI website<sup>26</sup> on 18 September 2017 providing questions and answers in following main topics:

- ➔ Next Generation Internet - NGI - in general
- ➔ NGI interactive map
- ➔ NGI Workshops
- ➔ Funding
- ➔ NGI Contact Points
- ➔ Project phase

The FAQ has also a direct web-link from the NGI Map and it will be published on the NGI.eu web.

## 3.4 NGI EXPERT GROUP

The NGI Expert Group consists of experts in a variety of key R&D areas relevant to build and grow the Next Generation of the Internet as an Internet capable of overcoming its current limitations and reflecting the European social and ethical values of freedom, openness and interoperability. The members of the NGI Expert Group have been selected from a wide range of key industry and academic organisations that are active in various NGI areas. The current members of the group are listed on the HUB4NGI website.<sup>27</sup> The NGI Expert Group will

<sup>26</sup> <https://www.hub4ngi.eu/ngi-faq/>

<sup>27</sup> <https://www.hub4ngi.eu/hub4ngi-expert-board/>

contribute to identify and indicate R&D priorities for NGI within Horizon 2020 and beyond in the next Framework Programme.



## 4 KEY PERFORMANCE INDICATORS

The following table presents the Key Performance Indicators (KPIs), the target values, the actual values at the end of Year 1 (Y1), as well as the source and methodology followed to achieve them. This table is an updated version of the original table. Some corrections and changes were introduced by Amendment number 2 to reflect more the new NGI communication and media channels.

	Indicator	Target Values	Actual Values (Y1)	Source and methodology
NGI Flyers	N° of flyers created (updated once a year) and distributed	>1500 by the end of Y1 >3000 by the end of Y2	1 postcard - 2 updates - 1st: 1000 copies at least - 2nd: 500 copies till now	Distribution via participation to and organisation of dedicated events and electronically via the HUB4NGI/NGI website/ Portal
NGI Poster / Roll-up	N° of poster / roll-up created (updated as appropriate)	At least 2 per year	1 general poster + 1 general roll-up	Presentation via participation to and organisation of dedicated events and electronically via the HUB4NGI Portal
NGI presentations	N° of presentations (updated as appropriate) to be made available	At least 4 per year according to participation at events	11	Presentation via participation to and organisation of dedicated events and electronically via the HUB4NGI Portal
Videos	N° 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 overall 150 views per video by the end of year 2	10 interviews + 1 webinar + 1 NGI map tutorial	Informative and promotional videos (storytelling, mini interviews, etc.) to support awareness creation and stakeholders' engagement
HUB4NGI Portal	N° of visitors to the website	>2000 per year (by the end of year1) >3000 per year (by the end of year 2)	2596 unique users	Online publication of material and crossed social media promotion via News, Publications, Videos, Newsletters, Technical blogs
NGI Portal	N° of visitors to the website	More than 5000 by the end of year 2 * Portal launched at Month 11	604 unique users the first month	Online publication of material and crossed social media promotion via News, Publications, Videos, Newsletters in collaboration with other NGI CSAs
@NGI4eu Twitter animation	N° of followers in Twitter	> 1000 followers by the end of year 1, > 1500 by the end of year 2	1633 followers (825 new followers)	Keeping NGI profiles on such networks alive via regular posting and monitoring
Newsletters (2 per year)	N° of subscribers	>200 in year 1 >400 in year 2	384 subscribers from HUB4NGI list	Recording of subscribers to the electronic newsletter
News items	N° of items published via the HUB4NGI Portal	>10 in year 1 >15 in year 2	19 news	Short articles and technical news from ongoing NGI and NGI experimentation focused projects published via the website
Webinars	N° of webinars N° of participants	3 per year >15 participants per webinar	2 (blockchains; with 137 registered)	Advertisement of offered webinars via project web-



			participants, and NGI CP training (25 participants)	site and social media channels
Community Engagement workshops	Average number of participants per workshop	>50 participants per workshop	1 workshop at Poznan (with 32 participants) NGI Forum (92 participants)	Attendance proof, presented material, photos, animation of social media channels, events' reports
Attended external events	N° of events attended where NGI is presented and, promoted	At least 4 per year	16 events	Attendance proof, presented material, photos, animation of social media channels, events' reports

TABLE 3: KEY PERFORMANCE INDICATORS

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## 5 CONCLUSIONS

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This report provides an extensive overview of the channels, events and initiatives being leveraged for the development of our engagement and dissemination activities. In Section 1 of this deliverable, we have summarised all updates since D4.2, as well as the latest activities in the various NGI inter-CSA groups and taskforces. In Section 2, we have detailed the communication channels deployed by the project, including the project website, other dedicated NGI websites, bespoke tools such as the NGI interactive map, social networks, blogs, newsletters, webinars, videos, and more. In Section 3, we have presented all our events and initiatives that aim at raising awareness about NGI, engaging NGI stakeholders in a variety of ways, and supporting key functions of the NGI community. Finally, Section 4 has provided details about the Key Performance Indicators associated with our community building activities, as well as the actual values that have been achieved for each indicator during the first year of the project.

The HUB4NGI project is dedicated into closely collaborating with other NGI CSAs and the EC in order to coordinate community building and promotional activities that are strategic for the NGI initiative. The project will therefore continue to engage NGI stakeholders, both online and offline via the channels and initiatives outlined in this deliverable, towards guaranteeing the broader visibility, promotion and further uptake of the aims, actions and achievements of the NGI initiative.

## APPENDIX A (CONFIDENTIAL)

Processes for the publication of content under the NGI initiative umbrella.

Process	Description	Timing / qty	Leader	Participants	Notes
Preparation of Press content (e.g, press release, article) - referring explicitly to NGI initiative overall	a) content to be published are uploaded by the originating Partner into the Owncloud directory b) a warning message is published on Riot c) Partners to return comments (or written approval) within 2 working days. Feedback is required. d) once the iteration process is completed, content is circulated to the intended recipients by the originating Partner (and stored on owncloud)	2 working days	Partner originating the content	ALL	In case of urgency, the originating partner can ask for a shorter turnaround or suggest online meeting. Note: Timing is related to agreement on the content, no production of the final material.
Publication of content on Twitter	a) Tweets to be published are uploaded by the originating Partner into the Owncloud directory b) a warning message is	2 working days	Partner originating the content	ALL	Exception: content directly generated in real time at an event where one partner is attending. We do not mean single tweets

	published on Riot c) 2 working days later they are published by the originating Partner, unless there is request for changes, in which case they are sent back to the originating partner & process is re-started				here, but content to be tweeted
Publication of content on LinkedIn	as for Twitter	2 working days	Partner originating the content	ALL	
Publication of content on Facebook	as for Twitter	2 working days	Partner originating the content	ALL	
Publication of content on Instagram	as for Twitter	2 working days	Partner originating the content	ALL	
Publication of Videos (Youtube etc.)	as for above	2 working days	Partner originating the content	ALL	
Publication of content on the NGI website (www.ngi.eu)	a) content to be published is uploaded by the originating Partner into the Owncloud directory b) a warning message is published on Riot c) Partners to return	2 working days	Partner originating the material	ALL	

	comments (or written approval) within 2 working days d) once the iteration process is completed, content is published by the webmaster managing that particular section of the website				
Preparation of collaterals (e.g., roll-up banners, fliers)	a) content to be published are uploaded by the originating Partner into the Owncloud directory b) a warning message is published on Riot c) Partners to return comments (or written approval) within 3 working days d) once the iteration process is completed, content is utilised by the originating Partner (and stored on owncloud)	3 working days	Partner originating the material	ALL	Note: Timing is related to agreement on the content, no production of the final material.
Content for events (e.g. ppt presentations)	as for Collaterals	3 working days	Partner originating the material	ALL	



Content for 'traditional' publications (e.g. white papers, scientific publications)	as for Collaterals	5 working days	Partner originating the material	ALL	
Maximum number of tweets per day per CSA	Tweets must be NGI-related	10			Exception: whenever one partner is representing NGI at one event agreed upon. No limit there.
Maximum number of LinkedIn posts per day per CSA	Posts must be NGI-related	1			Exception: whenever one partner is representing NGI at one event agreed upon. No limit there.
Maximum number of Facebook posts per day per CSA	Posts must be NGI-related	2			Exception: whenever one partner is representing NGI at one event agreed upon. No limit there.