HUB4NGI

D4.4 REPORT ON COMMUNITY BUILDING AND PROMOTIONAL ACTIVITIES (VERSION 2)

Revision: v.1.0

Work package	WP4
Task	Task 4.1, 4.2, 4.3
Due date	31/12/2018
Submission date	08/01/2019
Deliverable lead	IDC
Version	1.0
Authors	Stefania Aguzzi, Cristina Pepato (IDC), Aba-Sah Dadzie (Open University), Timo Lahnalampi, Margherita Facca, Monique Calisti (Martel Innovate)
Reviewers	Peter Van Daele (IMEC), Roman Lapacz (PSNC), Claire Doble (Martel)

Abstract	This deliverable presents the community building and promotional activities undertaken by the HUB4NGI project during its second 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 initiatives branded NGI.
Keywords	Community building, promotional activities, communication channels, events, engagement.

Document Revision History

Version	Date	Description of change	List of contributor(s)
V0.1	30/10/2018	1st version of the template for comments	Stefania Aguzzi, Cristina Pepato (IDC)
V0.2	07/12/2018	Version for internal review	Stefania Aguzzi, Cristina Pepato (IDC), Aba-Sah Dadzie (Open University), Timo Lahnalampi, Margherita Facca, Monique Calisti (Martel)
V0.3	14/12/2018	Version after internal review	Peter Van Daele (IMEC), Roman Lapacz (PSNC)
V0.99	19/12/2018	Final version for quality checks and final review	Stefania Aguzzi, Cristina Pepato, Richard Stevens (IDC)
V1.0	20/12/2018	Final version for submission	Claire Doble, Monique Calisti (Martel Innovate)

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Dissemination Level		
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CL	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to HUB4NGI project and Commission Services	

* 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.

Co-funded by the Horizon 2020
Framework Programme of the European Union

EXECUTIVE SUMMARY

This deliverable is the final document describing the activities of the HUB4NGI Work Package 4, labelled "NGI BOOST" and which is dedicated to "Boosting the NGI Ecosystem Creation and Promotion". This Work Package aimed to develop 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. These activities are trifold and include:

➔ The engagement of the stakeholders and building an NGI community.

➔ Reaching out to this community and beyond through marketing and communication.

➔ Spreading the news and advertising the results through participation at and organisation of events.

This document presents an overview of these activities carried out during the second and final year of the project. It includes activities and an overview of:

➔ **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.

The key achievements in terms of dissemination and promotion of the NGI initiative can be summarised as follows.

➔ In 2018, HUB4NGI has organized and participated in more than 10 events with a high participation overall including researchers, SMEs/Startups, policy makers and civil society representatives. Furthermore, the NGI events were placed in the context of high-level and well-attended conferences that overall reached out to an audience of more than 130,000 people across Europe.

➔ Among other events, HUB4NGI led the organization of the second edition of the NGI flagship event, the NGI Forum 2018, that took place in Porto (Portugal) in September 2018, welcoming 200 participants from 35 countries.

➔ HUB4NGI has organized 3 webinars that gathered more than 120 participants.

➔ The NGI Map on the NGI website has more than 200 organizations registered.

➔ From end October 2017 to the beginning of December 2018, the NGI.eu website received around 25,000 unique users and almost 60,000 unique page views.

➔ Under the management of HUB4NGI, the NGI Twitter account has attracted 2,626 followers with more than 5,000 tweets published.

➔ The YouTube channel hosts more than 50 videos watched by almost 4,000 users.

➔ The collaborative efforts to produce and distribute the NGI newsletter / newsflash / news has led to more than 1,000 subscriptions.

➔ Many presentations, reports from events, white papers, deliverables and several publications via ResearchGate, Xenodo and two interviews in IEEE Spectrum (12/2018) and Communications of the ACM (12/2018).

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ABBREVIATIONS

EC	European Commission
FIF	Future Internet Forum
FIRE	Future Internet Research and Experimentation
KPI	Key Performance Indicator
MS	Member State
NCP	National Contact Point
NGI	Next Generation Internet
WP	Work Package

HUB4NGI

INTRODUCTION

The activities described in this document have been led by the HUB4NGI Work Package 4, WP4, but have been closely coordinated with the work done by other wok packages and more broadly with communication and dissemination activities at the whole NGI level.

The activities that occurred in the 2-year duration of the project are structured and reported upon through the different deliverables:

- D4.1 HUB4NGI Portal (year 1)
- D4.2 Marketing, Communication and Community Building Strategy and Plan (year 1)
- D4.3 Report on Community Building and Promotional Activities (Version 1) (year 1)
- D4.4 Report on Community Building and Promotional Activities (Version 2) (year 2)

The current deliverable, namely D4.4, is organised by following the plans anticipated in the Marketing, Communication and Community Building Strategy of the project as in D4.2. It also provides an insight on the various actions that have been undertaken in relation to needs that occurred within the programme (not necessarily planned at D4.2 publication time). The aim of the D4.2 was to define the marketing, communication and community building strategy and indicate the work HUB4NGI partners would pursue to guarantee broad visibility, promotion and uptake of the NGI while disseminating specific project's activities. The current document, i.e., D4.4, reports on the activities completed to date towards the goals as set in D4.2 and provides further insights into our online and offline engagement strategies and channels that have served the needs of the NGI community in an agile and opportunistic way during these last 2 years.

More specifically, this deliverable reports about the dissemination and communication activities carried out since the submission of the previous deliverable D4.3, focusing more on year 2 achievements.

The remainder of this deliverable is structured as follows.

- **Section 1** summarises the updates since the previous reporting deliverable (D4.3).
- **Section 2** presents the activities carried out on the main communication channels deployed by the project.
- **Section 3** presents all the events organised and participated in 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.
- **Section 5** presents the strategy developed to maximise the impact of the project after its termination and a successful handover to the new Coordination and Support Action starting in the next period.
- Finally, **Section 6** concludes this deliverable, drawing some recommendations for the NGI communication activities that will follow after HUB4NGI within the NGI4ALL project starting in January 2019.

1   UPDATES SINCE D4.3

1.1 UPDATE ON WHAT HAS HAPPENED SINCE D4.3

Since the previous Report on Community Building and Promotional Activities submitted in December 2017, i.e., D4.3, the NGI initiative has benefited from a growing momentum and increasing exposure in the expanding community.

In this context, HUB4NGI has extensively contributed and led various promotional activities to drive attention towards NGI with the final aim to engage the broadest community of start-ups and SMEs, industry players, researchers, social innovators and citizens.

Over the past months, HUB4NGI has been at work to create a collaborative platform that can more effectively meet the changing needs of the stakeholders by embracing the community itself through the creation of a commonly shared and understood NGI "culture" for all interested European players. A collaborative working environment run for, and by, the community is essential to enable different and flexible forms of collaboration that can be sustained beyond the lifetime of individual projects.

In 2018, HUB4NGI has organized and participated in more than 10 events with a high engagement overall, reaching out to researchers, SMEs/Startups, but also IT industry players, policy makers and civil society representatives. Furthermore, the NGI events were placed in the context of high-level and well-attended conferences (MWC 2018, EuCNC 2018, Net Futures 2017, ICT 2018, NGI Forum 2017 and 2018, etc.) that overall reached an audience of more than 130,000 people across Europe.

Among the other events, during year 2, HUB4NGI led the organisation of the second edition of the NGI flagship event, i.e., the NGI Forum 2018, that took place in Porto (Portugal) in September 2018 with participation of all the project's partners and many others from ongoing NGI CSAs.

Then, in November, intense work took place in order to organise the NGI presence at the Web Summit in Lisbon (first week of November). Here, together with the EC, we organised a session that attracted more than 150 people, mostly from SMEs/Startup scene. The week after, it was the turn of Internet Governance Forum (IGF 2018) in Paris, which Dr. Monique Calisti from Martel attended and helped moderate the NGI session that was very well-attended and that had major echo in follow-up discussions with IGF. Finally, the last couple of months were very intense due to the organisation of the ICT 2018 event, where NGI was massively present and supported the EC and the overall community in different contexts, from the FIF Forum to the NGI Exhibition Booth to several NGI workshops/sessions that took place between the 4th and 6th December in Vienna.

Besides the effort put into the organization and participation in events, HUB4NGI has supported the broad online promotion and dissemination of the NGI initiative through different online channels, from the new NGI website to the dedicated social media platforms.

In addition to social media and website promotion, HUB4NGI has also focused on other online activities such as the organisation and coordination of the NGI webinars that brought together more than 120 participants in the past months, and the NGI Map (see § 2.1.2) that counts more than 200 entities registered.

Also, following up on recommendations from the reviewers, some more specific dedicated activities aimed at increased visibility with press and research channels via publications (ResearchGate, Xenodo, IEEE Spectrum, Communications of ACM) and news widely distributed.

1.2 COOPERATION WITH ICT-41 CSA PROJECTS

1.2.1   The NGI Communications Task Force

The NGI Communications Task Force (NGI CS TF) gathers dissemination and communication responsible persons from all four ongoing NGI CSA projects and representatives from the EC. The other ongoing CSA projects are:

- Engineroom[1]
- NGI Move[2]
- SpeakNGI[3]

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 bi-weekly telephone conferences since the beginning of October 2017 when the other three CSA projects started. The topics mainly discussed and the common inter-CSA work done includes the achievements and results as follows:

➜   Development of a common NGI.eu Marketing and Communication Strategy.

➜   NGI branding guidelines produced based on the initial work by HUB4NGI.

➜   Coordination of editorial activities for common dissemination and communication material preparation including social media channels.

➜   Coordination processes and tools for dissemination and communication activities such as news and events on the NGI.eu website, press releases, social media channel postings, etc.

➜   The NGI.eu portal updates and management, the HUB4NGI project is in charge of, while other CSAs have access to add/edit news and events sections.

➜   Setup of a common file repository (Owncloud) and other tools (Riot) for coordination, document exchange and management.

➜   Creation of mailing lists (NGI news, Inter CSA, Communications) by HUB4NGI.

➜   The production of NGI newsletters and Newsflashes, started in January 2018.

➜   The organisation of and joint participation in NGI-branded and promotional events.

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[1] https://www.ngi.eu/about/engineroom/
[2] https://www.ngi.eu/about/ngi-move/
[3] https://www.ngi.eu/about/speakngi-eu/

2   COMMUNICATION CHANNELS

2.1 NGI WEBSITE

The NGI.eu website (that was launched in November 2017 by HUB4NGI) became the one-stop shop for the whole NGI initiative, providing access to the latest news, materials and activities developed by the group of projects active under its umbrella. The website is managed by Martel (even though the domain name belongs to NGI Move) and the content is provided by all CSAs for events and news.

The NGI web portal helps the NGI community and the NGI projects to maximise their impact across the Next Generation Internet landscape while helping the NGI and related communities and stakeholders find each other for successful collaboration.
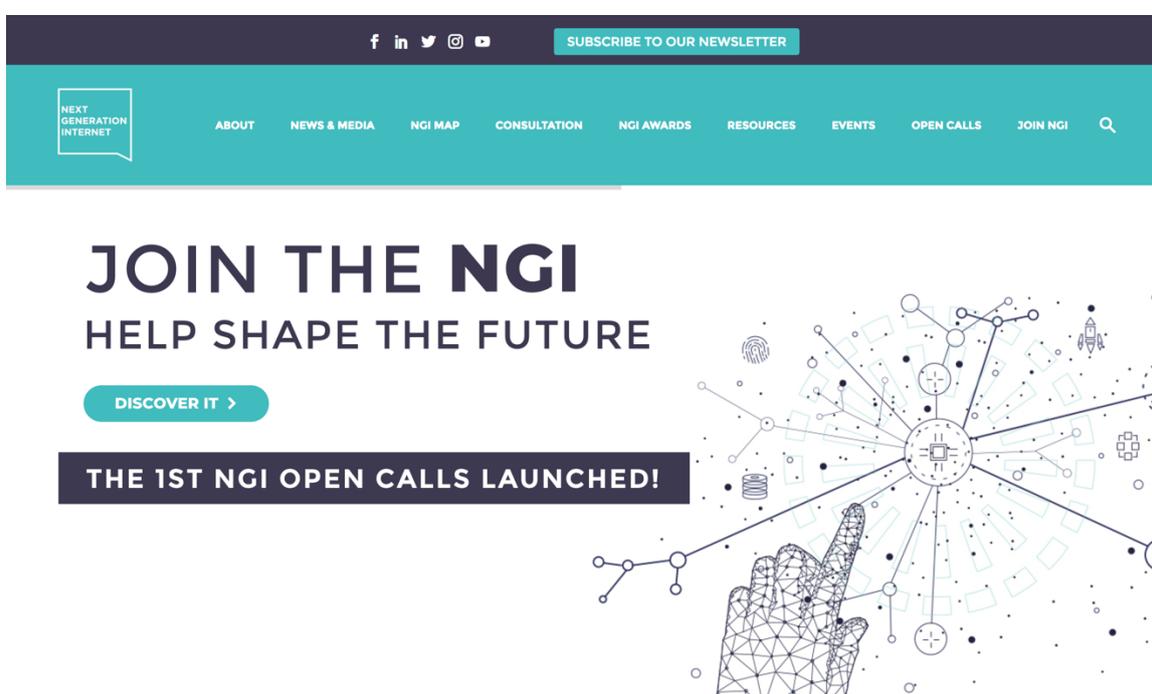
FIGURE 1: NGI.EU WEBSITE HOMEPAGE

Notice that between July 2018 and September 2018, the HUB4NGI website (www.hub4ngi.eu) was merged into the NGI website (www.ngi.eu) as requested by the reviewers.

The website is structured as follows:

➔ About: provides a complete presentation of the NGI initiative and its vision. It also presents the 4 ongoing NGI projects (including HUB4NGI), the NGI Contact Points, the Expert Group, and a set of FAQs about NGI.

➔ News & Media: with the latest news about the NGI initiative, a dedicated blog, the press activities and the newsletter editions.

➔ NGI Map: presents the NGI Map developed by HUB4NGI, with instructions for how to register in the Map (for further details, refer to §2.1.1)

➔ The Consultation Platform[4] is an open space for discussion about NGI that is structured into different channels, or topics. External users are invited to contribute, comment or share the content. Currently there are 27 channels active for discussion with more than 120 ongoing discussions – run by SpeakNGI.EU.

➔ NGI Awards: the NGI Awards website[5] presents the initiative to promote and reward companies, start-ups, researchers and other organisations promoting the NGI vision and its values – run by NGI MOVE.

➔ Resources: provides access to the NGI materials and documents available for download (promo materials, white papers/ reports, presentations, public deliverables, other materials).

➔ Events: presents the calendar of past and future events with a short description and the relevant details.

➔ Open Calls: this section hosts the NGI open calls providing information and relevant materials to participate in the cascade funding initiative.

➔ Join NGI: provides information and contact details to get in touch with the NGI ecosystem.

From the end of October 2017 to 31st December 2018, the NGI.eu website received **25,479 unique users and 56,096 unique page views – 69,075 in total**. This shows a clear and important increase in the generated web traffic, which has peaks in relation to events, promo campaigns, releases of newsletters/events, etc.

What is also of relevance is that 12% of the traffic is from returning visitors, indicating a growing engagement of targeted stakeholders. From the first graphics below (Figure 2 and Figure 3) it is also possible to see that indeed a big peak has been triggered by the announcement of the Open Calls and start of NGI RIAs, close to major events where NGI Open Calls have been promoted. The following pictures provide an overview of the performance of the website in the period considered.
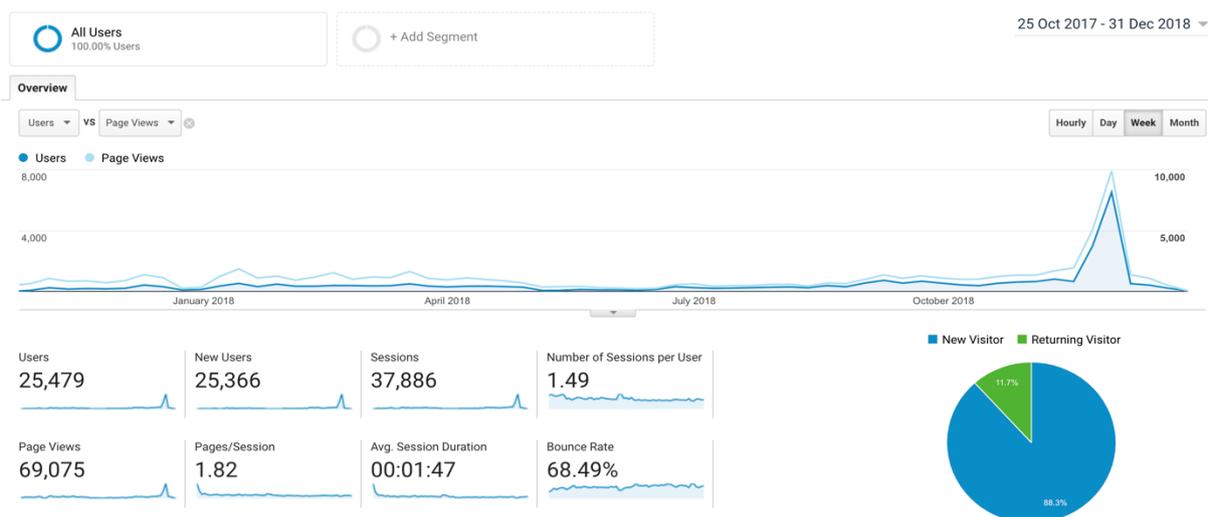
FIGURE 2: NGI.EU WEBSITE ANALYTICS – GENERAL OVERVIEW

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[4] https://consultation.ngi.eu

[5] https://awards.ngi.eu/#ngi-awards

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

- The announcements of relevant information about the NGI in Newsflashes;
- The promoted events/webinars in social media channels e.g.:
  - ICT info session webinars - 01/2018;
  - 4YFN at the Mobile World Congress - 02/2018;
  - The Reimagining the Internet event - 03/2018;
  - The NGI Forum 2018 - 09/2018; and
  - The ICT 2018 – 11 and 12/2018.
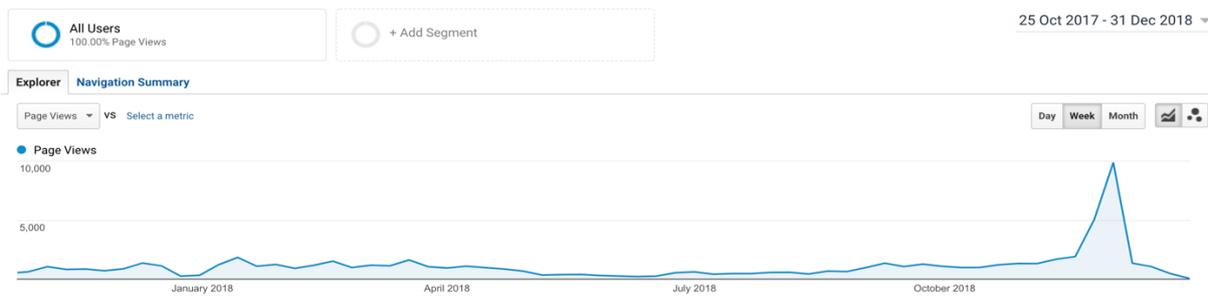
FIGURE 3: NGI.EU WEBSITE ANALYTICS - PAGE VIEWS

FIGURE 4: NGI.EU WEBSITE ANALYTICS - PAGE VIEWS DETAIL

As one can see from the analytics as reported in Figure 4 above, the most visited page is obviously the home page, followed by the NGI Map, which shows the NGI Map is a useful platform to gather visibility to the broad audience. This is followed by the Events corner, closely followed by the About section, where visitors can find more information about the whole programme. The News corner comes next, with a higher average dwell time than that of other pages, as indeed this page gives more contents to be "consumed" by the visitors. One can also see that the About and Events pages are the ones on which visitors spend on average a bit over one minute.
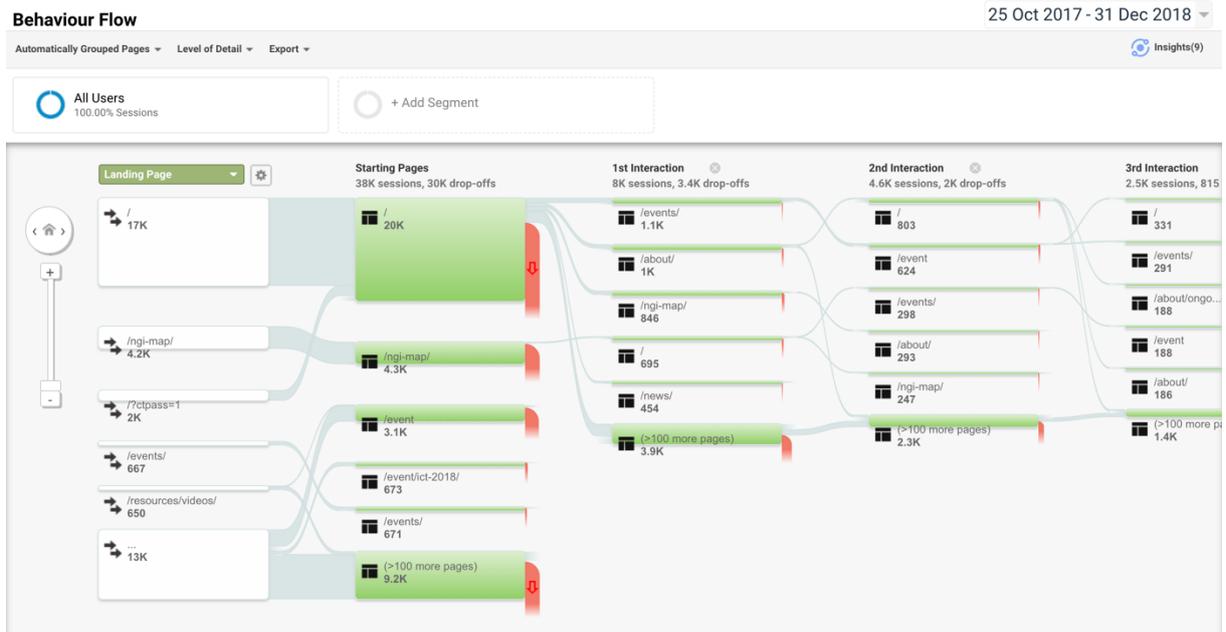
FIGURE 5: NGI.EU WEBSITE ANALYTICS - BEHAVIOUR FLOW

The figure above provides an overview of the Behaviour Flow from Google Analytics that visualises the path users travelled from one page or Event to the next. This is used to discover what content keeps users engaged on the website.[6]

The home page of NGI.eu has been the most attractive landing page. From here, web users have browsed next to /events, /about and the /ngi-map pages. It follows a similar pattern as the most visited web pages. On the other hand, most of the visitors did bounce off after the home page visit, indicating that in future projects, the home page needs to be more appealing with enticing gateways to further and "sticky content" to keep visitors engaged on the NGI.eu website. We believe this requires a better structured and dedicated work of the Stakeholders' Engagement Task Force (this was supposed to be active under the lead of NESTA / Engineroom, but since September nothing has happened).

This is why, in a forward-looking perspective, it is crucial to develop a stronger content strategy, under the lead of the NGI Outreach Office, but with regular and fundamental input at the level of contents from ALL active NGI projects, both the RIAs and CSAs, as well as from the EC, as relevant.

The figures below provide the Treemaps report, which provides a visual overview of the trends in the website's Acquisition channels in order to understand the sources of incoming traffic. Treemaps represent data as rectangles, the size and colour of each rectangle represent different metrics.[7]

The Treemaps indicates that mostly web visitors find the NGI.eu web direct i.e. that they type the URL in directly or reach it via their browser bookmarks – this might indicate our collaterals and promotional activities via social media are successful in indicating the direct way to the NGI portal. 'Organic Search', 'Referral', 'Social' and 'paid Search' are the best converting

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[6] https://support.google.com/analytics/answer/2785577?hl=en
[7] https://support.google.com/analytics/answer/6180144?hl=en

channels in this order i.e. the NGI needs to find a way to increase volume in these converting channels in future projects.

IMPORTANT: It is important to remind that HUB4NGI is not in charge of communication and promotion for the overall NGI programme and that the part of budget allocated to our project was rather limited in terms of possible resources to be dedicated to communication, promotion campaigns, as well as reach to more traditional media.
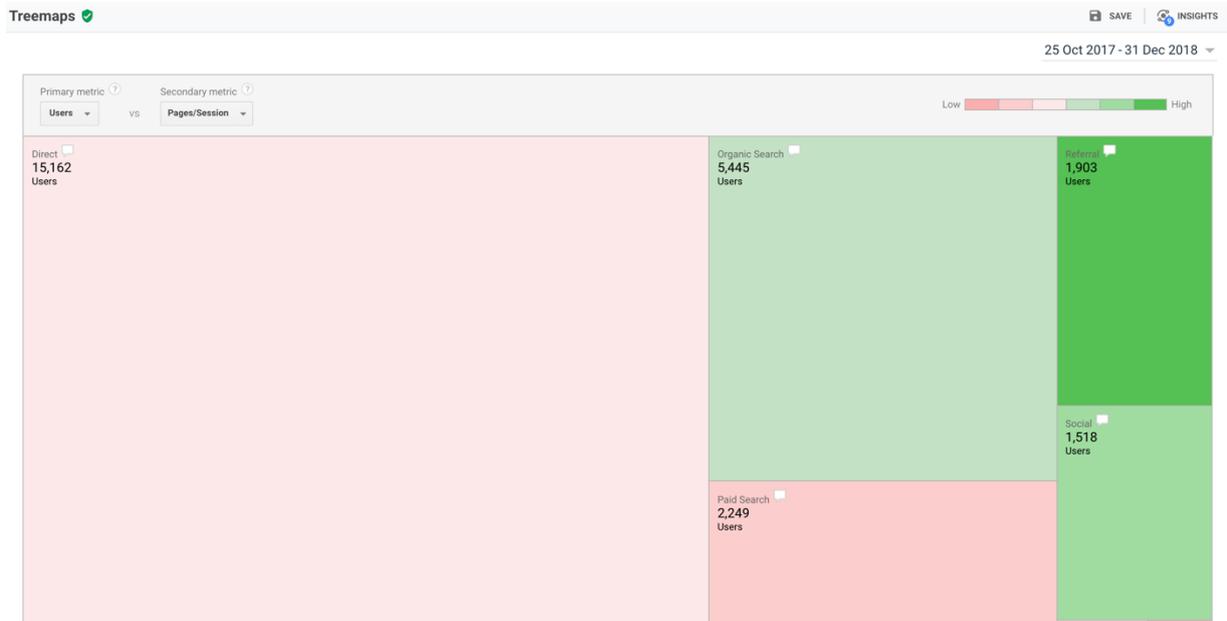
FIGURE 6: NGI.EU WEBSITE ANALYTICS - ACQUISITION: TRAFFIC TREEMAP

Default Channel Grouping	Acquisition			Behaviour			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	25,479 % of Total: 100.00% (25,479)	25,370 % of Total: 100.02% (25,366)	37,886 % of Total: 100.00% (37,886)	68.49% Avg for View: 68.49% (0.00%)	1.82 Avg for View: 1.82 (0.00%)	00:01:47 Avg for View: 00:01:47 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US$0.00 % of Total: 0.00% (US$0.00)
1. Direct	15,162 (57.65%)	15,118 (59.59%)	19,713 (52.03%)	75.15%	1.63	00:01:19	0.00%	0 (0.00%)	US$0.00 (0.00%)
2. Organic Search	5,445 (20.70%)	5,061 (19.95%)	8,181 (21.59%)	60.90%	2.00	00:02:04	0.00%	0 (0.00%)	US$0.00 (0.00%)
3. Paid Search	2,249 (8.55%)	2,243 (8.84%)	2,449 (6.46%)	80.20%	1.29	00:00:11	0.00%	0 (0.00%)	US$0.00 (0.00%)
4. Referral	1,903 (7.24%)	1,625 (6.41%)	3,468 (9.15%)	52.51%	2.47	00:03:17	0.00%	0 (0.00%)	US$0.00 (0.00%)
5. Social	1,518 (5.77%)	1,299 (5.12%)	4,047 (10.68%)	57.92%	2.17	00:03:11	0.00%	0 (0.00%)	US$0.00 (0.00%)
6. (Other)	14 (0.05%)	14 (0.06%)	17 (0.04%)	82.35%	1.24	00:00:49	0.00%	0 (0.00%)	US$0.00 (0.00%)
7. Email	10 (0.04%)	10 (0.04%)	11 (0.03%)	90.91%	1.09	00:00:01	0.00%	0 (0.00%)	US$0.00 (0.00%)

FIGURE 7: NGI.EU WEBSITE ANALYTICS - ACQUISITION: TRAFFIC TREEMAP DETAIL

Top Channels

- Direct
- Organic Search
- Paid Search
- Referral
- Social
- (Other)
- Email

57.6%
20.7%
8.6%

Users

Users

1,500

750

January 2018   April 2018   July 2018   October 2018

Conversions

Goal Conver

100.00%

0.00%

January 2018

	Acquisition			Behaviour		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	25,479	25,366	37,886	68.49%	1.82	00:01:47
1 ■ Direct	15,162			75.15%		
2 ■ Organic Search	5,445			60.90%		
3 ■ Paid Search	2,249			80.20%		
4 ■ Referral	1,903			52.51%		
5 ■ Social	1,518			57.92%		
6 ■ (Other)	14			82.35%		
7 ■ Email	10			90.91%		

FIGURE 8: NGI.EU WEBSITE ANALYTICS - ACQUISITION: OVERVIEW

During the ICT 2018 event, we organised an online advertising campaign including three different channels: Twitter, Google Adwords and Facebook. More detailed analytics is described in the Appendix C.

2.1.1 The NGI Map

HUB4NGI has developed the NGI interactive map[8] in order to foster collaboration among researchers and innovators in Europe and beyond, including research centres, national public research funding organisations, SMEs, start-ups, non-government organisations (NGOs), corporations, incubators, accelerators, investors, influencers, co-working spaces, and more.
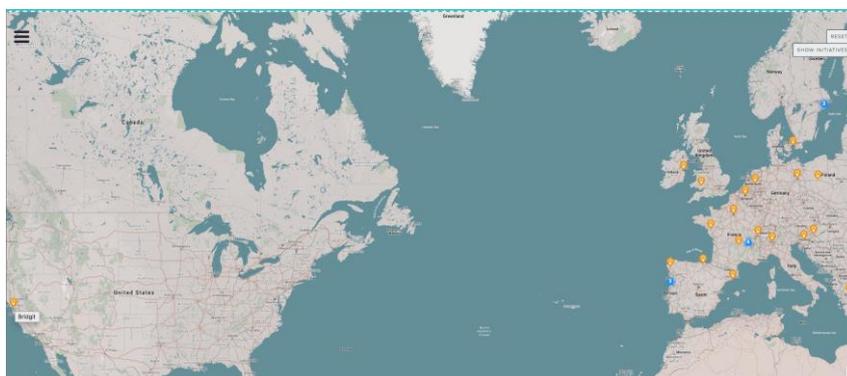
FIGURE 9: THE NGI MAP

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8 https://www.ngi.eu/map/

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 and facilitate collaborations and participation in the NGI initiative. As at the 10th of Dec 2018 202 organisations had registered with the NGI map. The 192nd entry is the California-based start-up Bridgit (see figure below), due to open an office in Europe shortly.

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.

➔ Information on identifying top-notch collaborators and key stakeholders to facilitate participation in NGI activities.
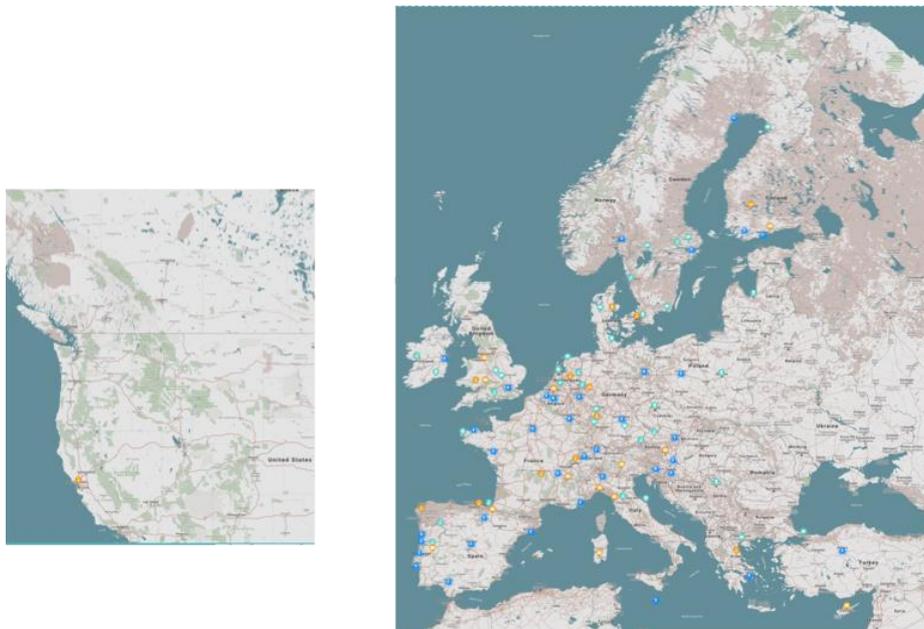
FIGURE 10: THE NGI MAP ZOOMED IN TO SHOW MORE DETAIL

The figure below summarises the final update to the HUB4NGI roadmap for the NGI community map. In the runup to the final development milestone (Nov 2018) the focus has been mainly on feature development for the two new functions delivered for the Aug 2018 milestone - live reporting and capability for creating initiatives that can be joined by multiple actors. After the end of the project, the data will be available for use via the NGI community map and published under a Creative Commons license.
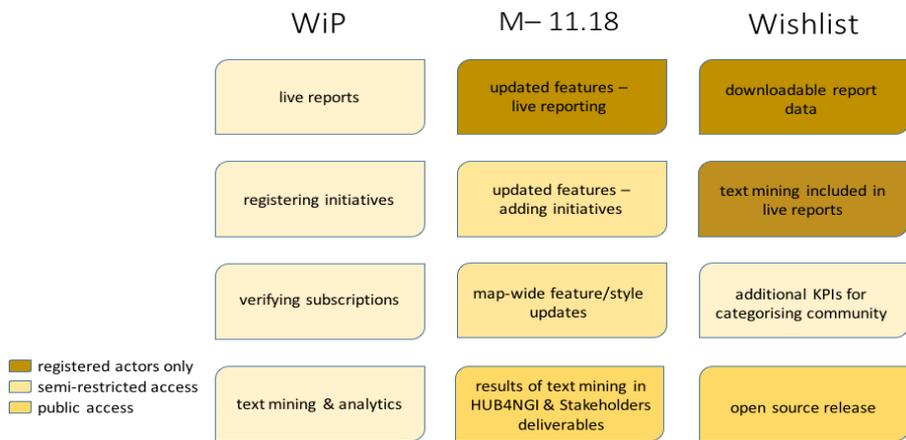
FIGURE 11 : NGI MAP ROADMAP AND WISHLIST FOR THE NEXT SET OF CSAS

Live reports

Note these are restricted to contributors to the map; the option to view reports is available on login to a contributor's account. The report (see figure below) displays a chart showing actors registered by type; actors (geographically) nearby, initiatives joined and current "hot" projects.

FIGURE 12: SAMPLE "LIVE REPORT" FOR A DUMMY ACTOR ON THE MAP

Registration and display of initiatives on map

Initiatives can be viewed along with actor icons on the public map (see figure below). However only registered actors can create and join initiatives. Each new initiative is listed on members' organisation tabs and visually linked to their "owner" on the map.
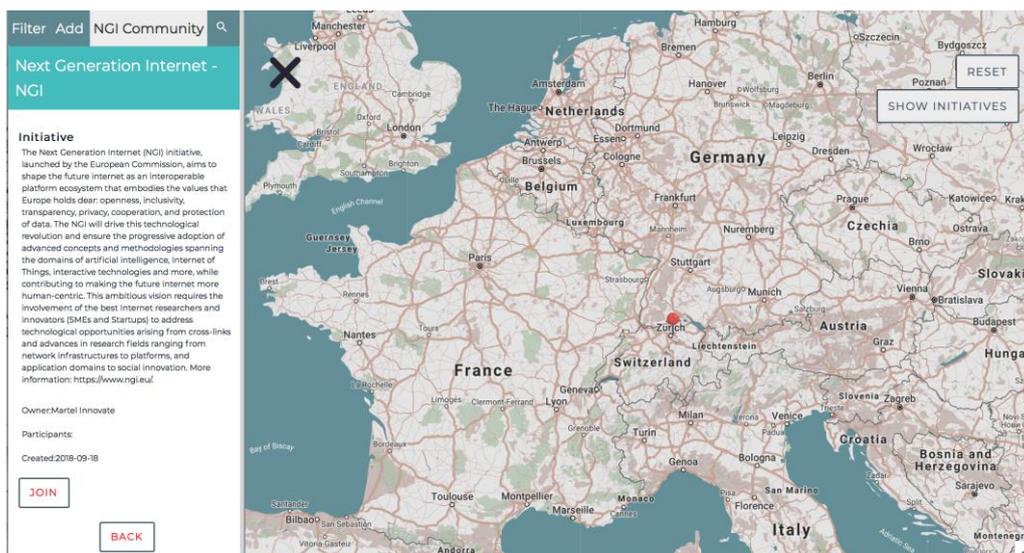
FIGURE 13: AUG 2018 MILESTONE FEATURE - CREATING AND JOINING INITIATIVES

As the project draws to its end, development and processing of the map data will be transferred to the next set of NGI CSAs. The public GitHub[9] repository will remain as a record of the development of the map during the lifetime of the HUB4NGI project. Among the feature requests submitted (both directly to GitHub and via the map support email) four key features were identified over the second year of the project that, while desirable, fell outside the scope of the project. This wishlist will be provided to the next set of CSAs to investigate potential for development (see Figure 11).

Downloadable report data

The live reports are currently generated as printable reports. Capability for downloading the data feeding into the reports was identified as a useful feature, to support further analysis. This requires also ensuring that providing access to the data does not breach data processing regulations or the agreement for use with contributors to the map.

Text mining results included in live reports

As part of the work to determine how to generate added value to community members, offline analysis of the public data was carried out, to identify topics of interest and expertise within the community. The aim was to feed into stakeholder analysis and support the identification of collaborators, for example, for future funding rounds associated with the NGI and other EU initiatives. Initial results were demonstrated during the NGI Forum 2018, other relevant NGI meetings and discussions, and to non-project members registered on the map, to obtain feedback on utility and identify where else the results could be applied. The results have since been published in D3.2 (Report for prototyping and validation) and will also feed into the NGI roadmap in D2.3 (NGI Guide v3) and the update to the joint stakeholder taskforce strategy document.

Ideally, the analytical modules would be set up to run automatically and feed into the live reporting functionality developed for the online map. Decisions on what specific analytics

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[9] https://github.com/HUB4NGI/NGI-map

options are most useful and how to feed this into live reporting remain on the wish list that will be delivered to the next set of CSAs.

Additional KPIs for Categorising the Map Community

The map by default clusters organisations by location, with support to filter actors by organisation type. Stakeholder analysis, employing actors' descriptions, has potential to support categorisation based on other similarity criteria, including expertise and interest.

Open Source Release

Release of the map as open source should extend the project's aims to provide output as open where possible.

2.2 NGIFORUM.EU (2018)

The first successful Next Generation Internet Forum edition held in Barcelona in September 2017. In 2018, the HUB4NGI project, in collaboration with Porto Municipality, through Porto Digital and contributions from the Engineroom, NGI Move and SpeakNGI.eu projects organised the second annual edition of the NGI Forum on 13th September, 2018 in Porto, Portugal. A more detailed description of the event is available in the Events section of this deliverable.

FIGURE 14: BANNER OF THE NGI FORUM 2018

The event-specific website (**https://ngiforum.eu/**) launched in June 2017 for the first edition of the NGI Forum and was renewed and further exploited in order to promote the second annual edition. The NGI Forum 2018 promotion on the event-specific website started on March 29th, and the registration on Eventbrite was opened on June 3rd. Below are the website stats of the NGI Forum website from March 29th to October 31st.
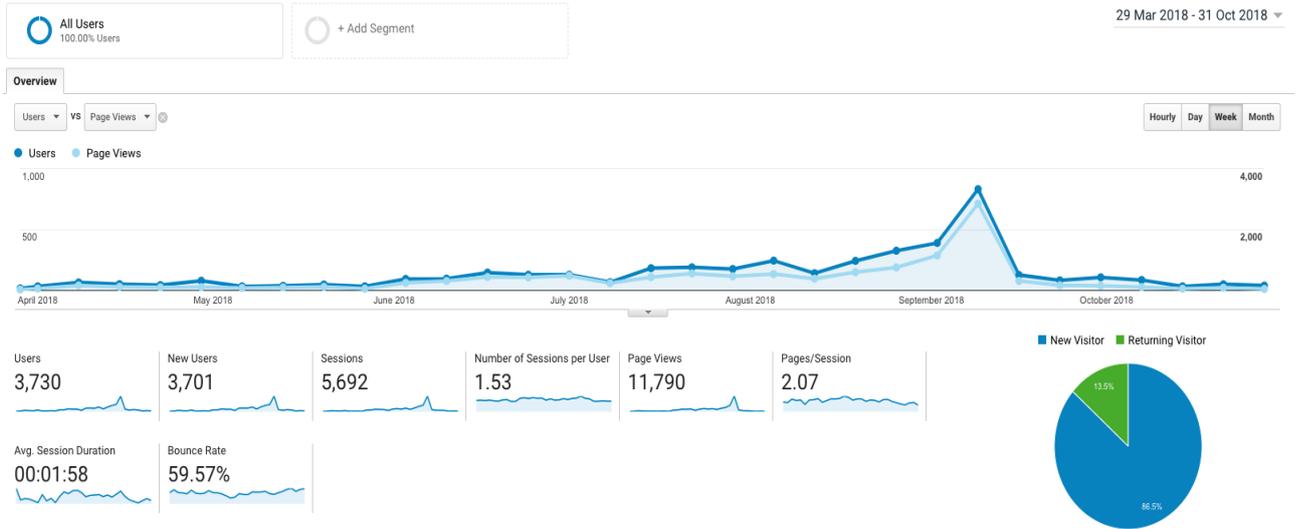
FIGURE 15: NGIFORUM.EU WEBSITE STATISTICS
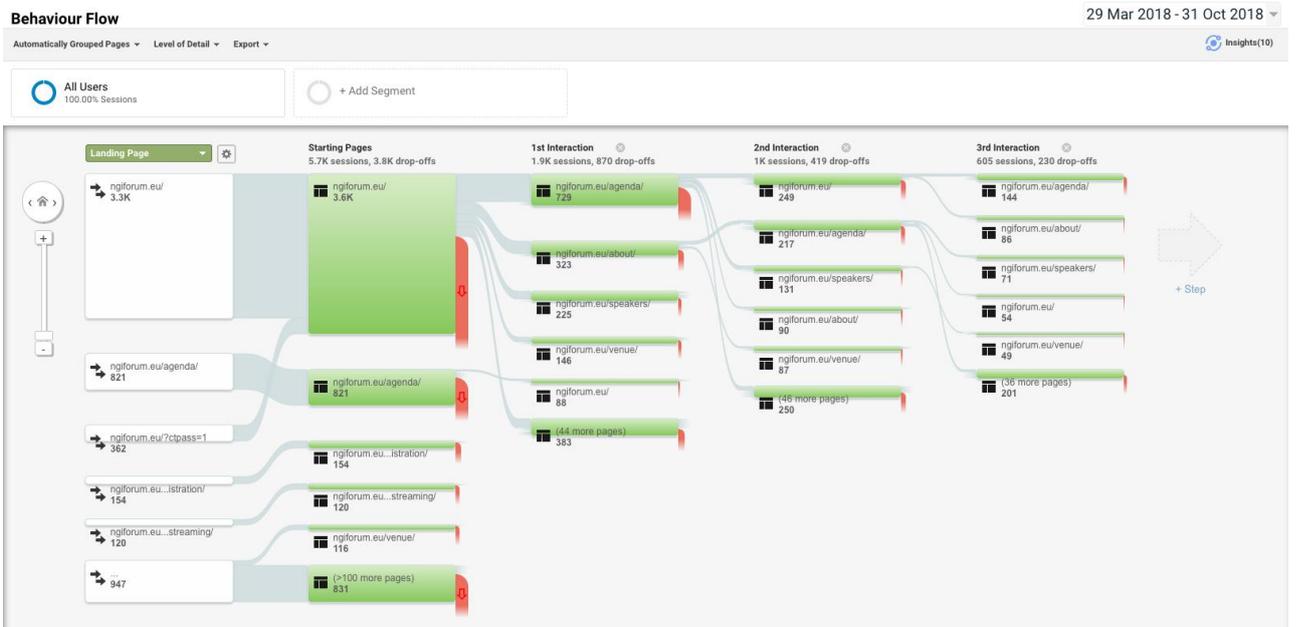
FIGURE 16: NGIFORUM.EU WEBSITE BEHAVIOUR FLOW

The event flyer was produced and distributed in several target stakeholder-specific events including the FIWARE Global Summit in Porto and the EuCNC 2018.

FIGURE 17: NGI FORUM 2018 BANNER

Also, a Twitter campaign was created on the @NGI4EU account for the events. Below are some examples of Twitter cards used for the campaign.

FIGURE 18: TWITTER CAMPAIGN FOR THE NGI FORUM 2018 – SPEAKERS

During the event, HUB4NGI supported the preparation and mounting of the event. The live tweeting was also important during the event and photos and videos were taken.

FIGURE 19: THE NGI FORUM 2018

FIGURE 20: NGI FORUM LIVE STREAMING

FIGURE 21: LIVE TWEETING AT THE NGI FORUM 2018 – SPEAKERS

After the event, a report was created and published on the NGI.eu website[10]. Also, photos[11] and videos[12] were published and Twitter moments[13] were created that collected all the tweets using the event hashtag #NGIForum18.

2.3 SOCIAL MEDIA
2.3.1 Twitter

Martel Innovate took over the management of the official NGI Twitter account at the beginning of November 2016. The Twitter account @netXperiment was renamed on 15th October to @NGI4EU. As at the 31st of December 2018, the NGI Twitter account has attracted 2,670 followers (at the end of October 2016 the NGI Twitter account had 824 followers) - including project partners, similar projects, interested stakeholders, etc.- and 5,855 new tweets have been pushed out.

The @NGI4EU is now following 857 accounts, mostly initiatives and projects in similar future internet fields or of similar nature where also partners have been involved.

FIGURE 22: @NGIEU TWITTER ANALYTICS – NEW FOLLOWERS

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[10] https://www.ngi.eu/wp-content/uploads/sites/18/2018/09/NGIFORUM-2018_report_21.09.2018_v1.5_final.pdf

[11] https://ngiforum.eu/photos/

[12] https://ngiforum.eu/videos/

[13] https://twitter.com/i/moments/1040163459999125504

FIGURE 23: @NGIEU TWITTER ANALYTICS - NEW TWEETS
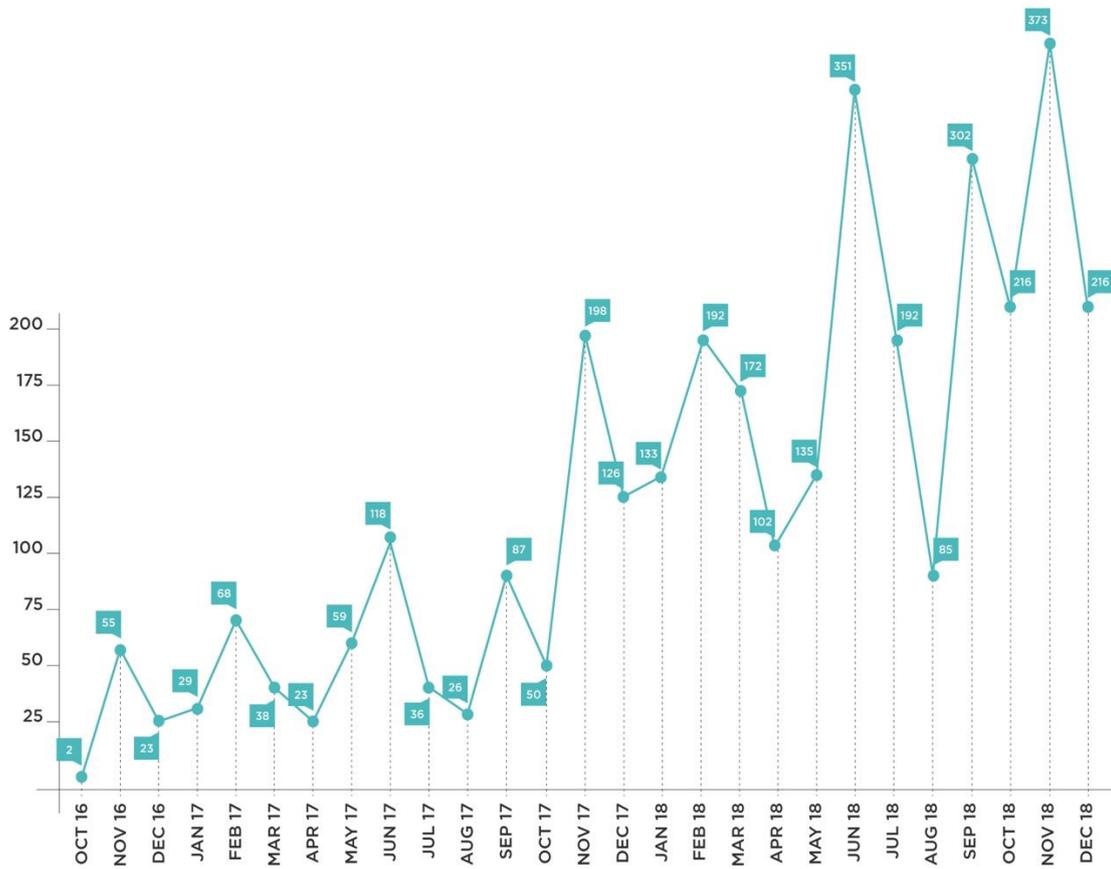
FIGURE 24: @NGIEU TWITTER ANALYTICS - MENTIONS
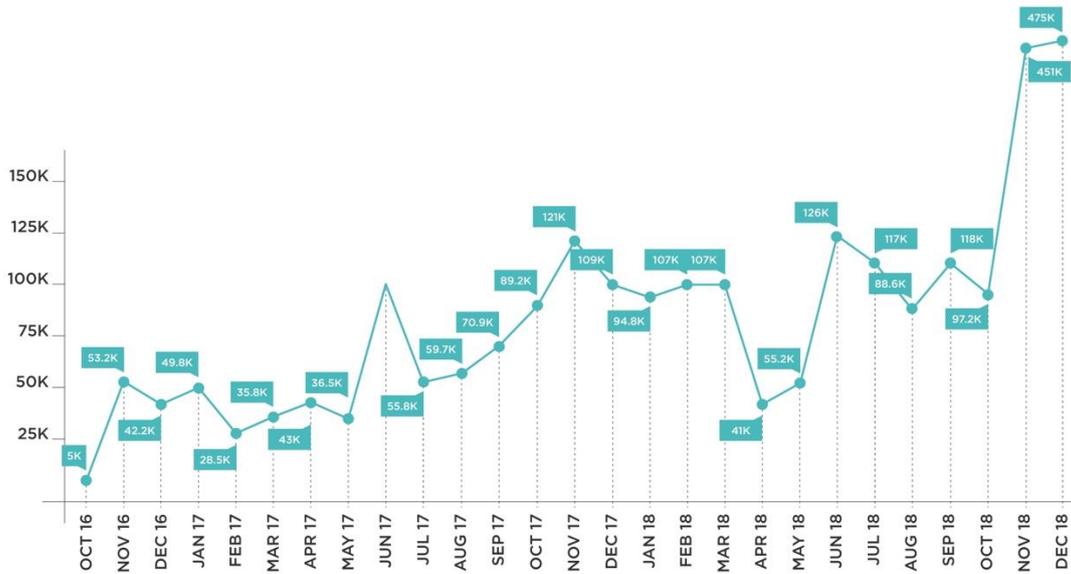
FIGURE 25: @NGIEU TWITTER ANALYTICS - IMPRESSIONS
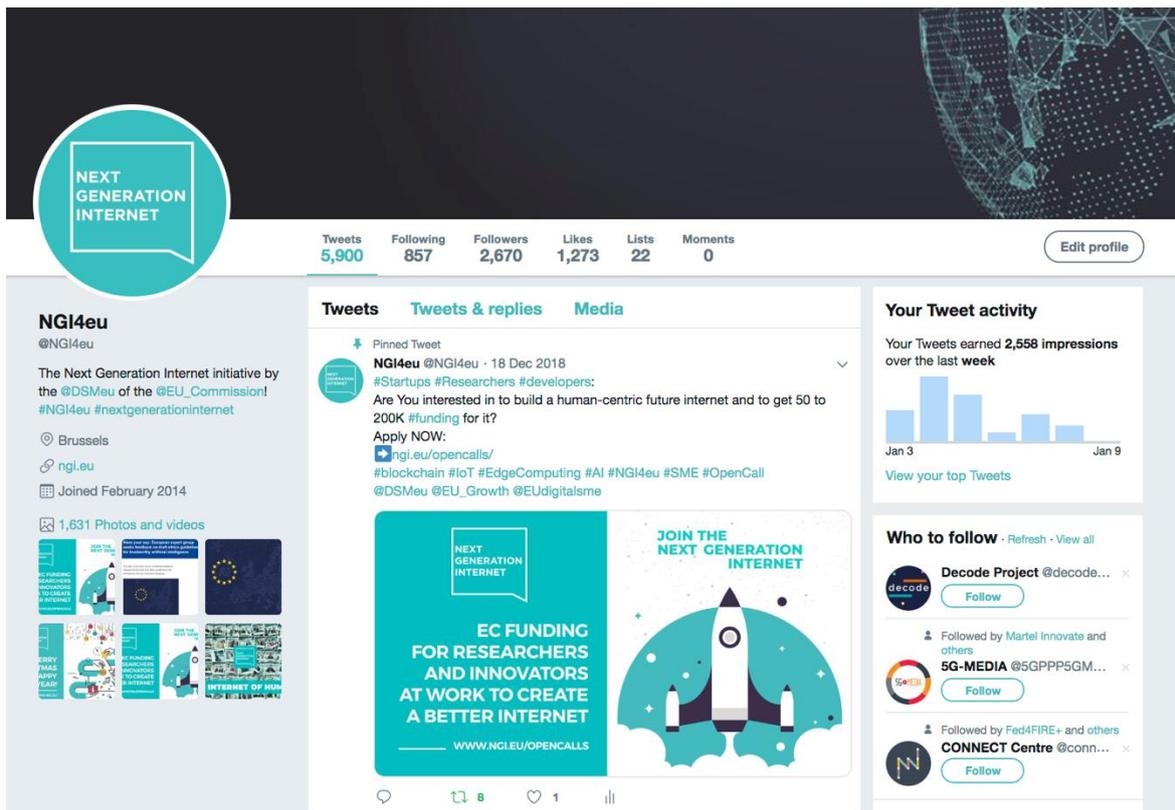
FIGURE 26: @NGIEU TWITTER ACCOUNT

The NGI4eu Twitter account has been used to promote NGI News, promote Open Calls from NGI Experimentation projects (i.e., Fed4FIRE+, but also other former FIRE projects now in between 5G PPP and IoT-LSP), draw attention to Events and make other Announcements related to NGI. The top tweet (earned most impressions, more than 9,000 impressions) of November 2018 indicates how important it is to have appealing content - in this case funding

via Open Calls at the event workshop promotion - to attract people and to get higher visibility and that way better engagement i.e. more likes, retweets and after all more followers.
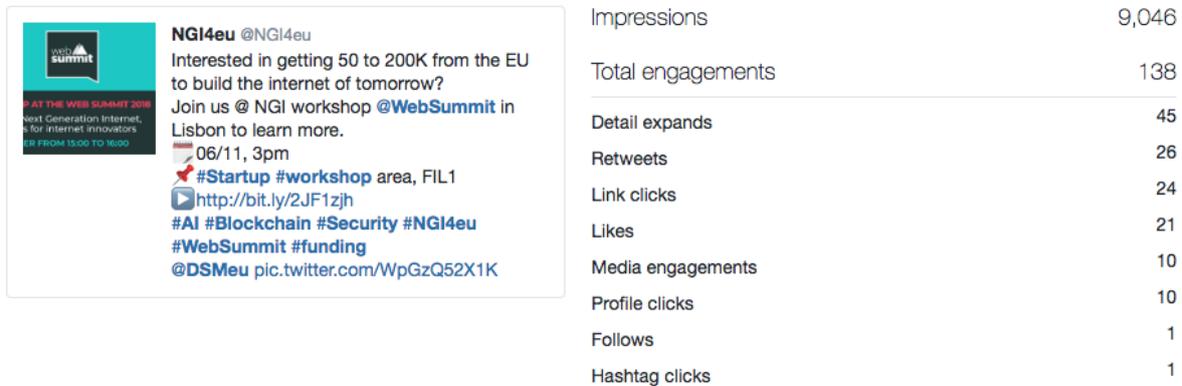
FIGURE 27: @NGIEU TWITTER IMPRESSIONS

During the ICT2018 event we organised an online advertising campaign including three different channels: Twitter, Google Adwords and Facebook. More detailed analytics is described in the Appendix C.

2.3.2 LinkedIn

After new CSA projects started in October 2017, it was agreed to re-brand the former IoT Council LinkedIn group to the NGI LinkedIn group[14].
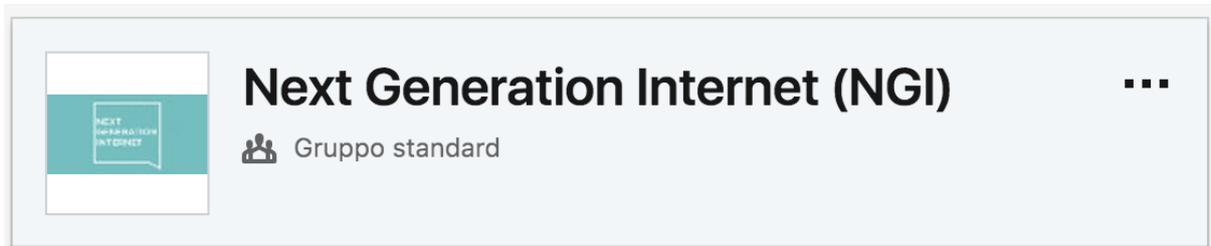
FIGURE 28: NGI LINKEDIN GROUP

The NGI LinkedIn group currently has 10,941 members and it broadcasts for example postings about the published news on the NGI.eu website, thus accelerating web-traffic to the NGI.eu website. More detailed analytics are not provided in this report as the NGI Move project is the owner and assigned manager of the NGI LinkedIn group. In December 2018, Martel and thereby NGI4ALL has been granted Admin rights for the group to prepare and more effectively use the NGI LinkedIn group in future.

2.4 VIDEOS

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[14] https://www.linkedin.com/groups/2206279

The NGI YouTube channel[15] contains a total of 64 videos, ranging from webinars and video tutorials, to session recordings from events and interviews with keynote speakers. Since the latest updates from D4.3, 51 new videos have been uploaded on the channel and extensively promoted through the NGI website and social media. More specifically:

➔ 12 videos were recorded by NGI Move at the NGI MOVE Salon held on November 22, 2017 in Brussels: 11 videos show the opinions of the panellists and stakeholders involved, while the last one provides a general overview of the seminar. After the editing work, the videos were published by mid December 2017 and promoted sequentially through NGI social channels.

➔ 8 videos are recordings from webinars organised by HUB4NGI (more details are provided in par. 5.9) and SPEAKNGI.EU between January and December 2018.

➔ 1 video is dedicated to Commissioner Mariya Gabriel's speech held at EuroDIG 2018 (European Dialogue on Internet Governance) in Tbilisi, Georgia on 5 June 2018.

➔ 1 video interview with Roberto Viola (Director General, DG Connect, European Commission) by Dr. Monique Calisti, Martel Innovate CEO and HUB4NGI Coordinator, was recorded at the EC's Digital Assembly 2018, held between 25-26 June 2018 in Sofia, Bulgaria and is dedicated to the Next Generation Internet.

➔ 21 videos were recorded by HUB4NGI at the NGI Forum 2018 held on September 13 in Porto: the video interview with Dr Monique Calisti is dedicated to the NGI Forum 2018 and the Next Generation Internet initiative in Europe, 11 videos are session recordings from the event, 8 videos show the opinions of the keynote speakers, while the last one is a promotional video dedicated to the NGI Forum. After the editing work, the videos were published by beginning of October 2018 and promoted sequentially through NGI social channels.

➔ 2 video interviews with Isabella De Michelis (ErnieApp CEO) and Jennifer Veldman (founder of DataWatchers) were recorded by HUB4NGI at the Web Summit 2018 in Lisbon, Portugal.

➔ 6 videos were recorded by SPEAKNGI.EU as interviews of the NGI Champions.

The NGI videos show a good rate of views. By December 31st 2018, the NGI YouTube channel counts 3,935 views in total, the most popular videos are "The new NGI Consultation Platform - Join the Community"[16] with 442 views and the "Next Generation Internet Initiative"[17] with 423 views.

2.5 PRESENTATIONS

The NGI website provides access to several presentations related to the NGI initiatives in general, the NGI workshops and events, the NGI webinars, and the two editions of the NGI

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[15] https://www.youtube.com/channel/UCafmIQ_fwe_FiwiiYj6QLUA

[16] https://www.youtube.com/watch?v=XixTAZeWZgI

[17] https://www.youtube.com/watch?v=lk8GzeGMQHc

Forum[18]. Currently 14 presentations are available for download. The most downloaded/viewed presentations/whitepapers are as follows (end of October 2017 – 31 December 2018):

➜ D1.1 – NGI Classification and Assessment Methodology – **2272 downloads**

➜ Blockchains as a Component of the Next Generation Internet – **1686 downloads**

➜ D1.2 – Portfolio and National Programmes – **1454 downloads**

➜ NGI: The European Vision for 2025 – **1099 downloads**

➜ NGI Forum report - **1093 downloads.**

2.6 NEWSLETTERS

Following the merge of the project website in the NGI.eu main website, the HUB4NGI newsletter has been turned into the NGI newsletter. An editorial board was established within the NGI Communications Task Force to prepare and manage the release of the newsletter (NGI Newsflash) in a collaborative way. The activity started in early 2018. So far, the NGI newsletter has 1017 subscribers. The following newsletter and newsflash editions were published:

NGI NEWSLETTER				
Title	**When**	**Subscribers**	**Opens**	**Clicks**
News from NGI #1	19.12.2017	**443**	177 (40%)	50 (11,3%)
News from NGI #2	25.09.2018	**858**	279 (32,9%)	120 (14,2%)
News from NGI #3	20.12.2018	**1017**	256 (25,2%)	63 (6,2%)

TABLE 1: NGI NEWSLETTER STATISTICS

NGI NEWSFLASH (events, webinars…)				
Title	**When**	**Subscribers**	**Opens**	**Clicks**
NGI webinars	12.01.2018	**502**	220 (44,2%)	53 (10,6%)

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[18] https://www.ngi.eu/resources/presentations/

NGI Newsflash #1	23.02.2018	**618**	198 (32,2%)	17 (2,8%)
NGI Newsflash #2	15.03.2018	**667**	184 (27,6%)	19 (2,9%)
NGI Newsflash #3	12.04.2018	**739**	261 (35,6%)	66 (9%)
NGI Newsflash #4	03.07.2018	**771**	206 (27,1%)	25 (3,3%)
NGI Newsflash #NGIForum18 - 01	18.07.2018	**786**	215 (27,7%)	64 (8,2%)
NGI Newsflash #NGIForum18 - 02	28.08.2018	**821**	234 (28,9%)	62 (7,7%)
NGI Newsflash #5	12.10.2018	**880**	248 (28,5%)	55 (6,3%)
NGI Newsflash #6	26.10.2018	**893**	243 (27,4%)	42 (4,7%)
NGI @ WEB SUMMIT 2018	01.11.2018	**895**	232 (26,1%)	32 (3,6%)
NGI Webinars	19.11.2018	**930**	281 (30,3%)	74 (8%)
NGI @ ICT2018	29.11.2018	**943**	265 (28,3%)	42 (4,5%)

TABLE 2: NGI NEWSFLASH STATISTICS

FIGURE 29: NGI NEWSFLASH / NEWSLETTER VS. NGI.EU WEB-STATISTICS

The figure above shows that there are peaks identified among NGI.eu web visitors/page views when NGI Newsflashes/Newsletters were sent out. The biggest web-traffic was generated with an announcement of upcoming Open Calls at the ICT 2018; results also were affected by parallel Twitter and search campaigns to promote the NGI booth at ICT 2018.
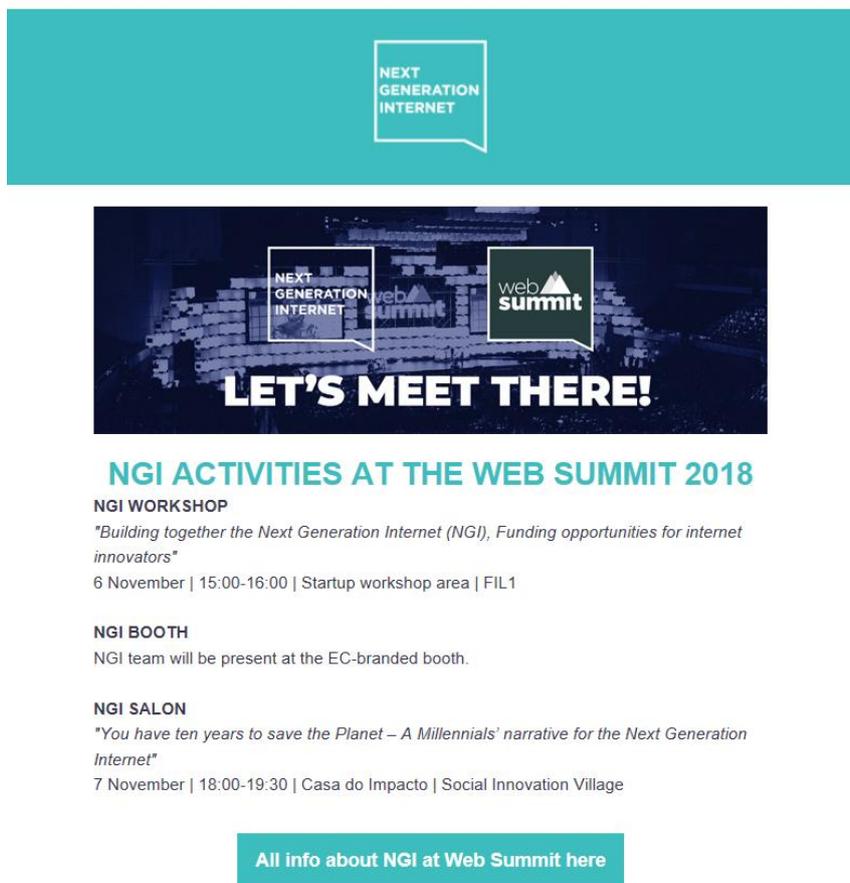
FIGURE 30: NEXT GENERATION INTERNET INITIATIVE NEWSFLASH - EXAMPLE

2.7 WEBINARS

Three webinars were organised, in line with project KPIs, for the second year of the project. Suggestions for speakers were sought from within the project consortium and the HUB4NGI expert group. Target stakeholders for all three webinars were the NGI community, including project partners, NGI Contact points, FIF members, industry, research organisations, policy makers and the interested public.

The training webinar for the NGI Contact points was organised by the HUB4NGI project on 26 April 2018, with support from the European Commission/E3 unit and from the other CSAs. The training webinar concentrated on NGI's overall status and near future ICT/NGI calls, available tools for NGI Contact Points and FIF members, future events, and how to get involved.

The presentations of the webinar were shared through the NGI Contact Point file repository. For the other two webinars a common theme was the need to promote user trust through transparent, responsible capture and reuse of personal data, to retain users and build the big data stores necessary to optimise digital technology.

Recordings of the webinars and copies of presenters' slides are available at **https://www.ngi.eu/resources/presentations**. The table below summarises the webinars.

Date	Title of event	Speaker(s)	Audience size
26.04.2018	Training webinar for the NGI Contact Points & FIF members (restricted access)	1.Olivier Bringer, Deputy and acting Head of NGI Unit at European Commission 2.HUB4NGI - Roman Łapacz (PSNC) 3.HUB4NGI - Aba-Sah Dadzie (Open University) 4.SpeakNGIeu - Paul Malone (Trust-IT) 5.NGI Move - Mirko Presser (Aarhus University) 6.ENGINEROOM - Katja Bego (Nesta) 7.HUB4NGI - Timo Lahnalampi (Martel) 8.HUB4NGI - Monique Calisti (Martel)	27
18.10.2018	From IT Security to Digital Trust: Trends and imperatives in a digital world	Duncan Brown (IDC)	37
14.11.2018	Media & Content Hyper-personalisation	Pierre-Yves Danet (Orange, France)	26

TABLE 3: HUB4NGI 2018 WEBINAR SCHEDULE

2.7.1 Summaries of webinar presentations

Duncan Brown: From IT Security to Digital Trust: Trends and imperatives in a digital world

Duncan Brown leads the IDC's European Infrastructure & Security research and is based in London.

FIGURE 31: NGI WEBINAR BY DUNCAN BROWN

The webinar discussed how different organisations are progressing with digital transformation, within a landscape seeing myriad security threats, and in light also of new regulatory requirements for GDPR compliance. The webinar addressed the need for automated support to improve capability for threat mediation, by increasing visibility and access to specialist resources at scale, important in an era seeing continued technology skills shortage. Loss of trust mirrored in a fall in Facebook's share price was used to illustrate the importance of privacy and transparency even in a world where open information sharing is assumed to be the norm. The webinar concluded with a description of the architecture for a "digital trust" platform, as an ecosystem that connects people with data and insights, empowering information security officers and other senior security professionals, while enabling and accelerating digital transformation.

Questions from the audience included suggestions for ways to motivate all to contribute to the shared data pools needed for effective automated support for cybersecurity challenges.

Pierre-Yves Danet: Media & Content Hyper-personalisation

Pierre-Yves Danet works for Orange, France, and is one of the French contact points for the NGI initiative. He serves also as an expert for the HUB4NGI project.

FIGURE 32: NGI WEBINAR BY PIERRE-YVES DANET

The webinar, based on a paper written in collaboration with the Vital Media project[19] and NEM - the New European Media initiative - examined the strategic importance of hyper personalisation in today's context, to support media in the creative sector and in business. The aim of the initiative is to enable service providers with appropriate tools that ensure individuals are treated as unique customers, and in ways that retain customer trust. Among others, this ensures customers' identities "travel" with them ATAWAD (anytime, anywhere, on any device). Danet discussed in detail the seven topics of key interest to NEM, as enablers of hyper personalisation: transparent, objective capture and reuse of dynamic user behaviour; novel recommendation systems; identity management; big data with AI - to deliver competitive customer service in real time; privacy; and accessibility - the need to "design for all".

Questions from the audience addressed concerns about guaranteeing transparency for the user, especially where the social media giants are concerned; and the danger associated with the creation of filter bubbles or enclaves.

2.8 TRADITIONAL MEDIA (OTHER MEDIA)

Notwithstanding continual usage of web, social media, and visibility at specialised events, the HUB4NGI has also dedicated efforts to ensure presence in "traditional media", with the main goal of further expanding outreach, especially to large numbers of European, and beyond, citizens that can be attracted to the European programme supporting NGI with a nationwide messaging. In fact, the reach in traditional media was following a more bottom-up approach. Regional reporting leads to supra-regional and nationwide media coverage.

One example of traditional media reach was a sponsored article published on the online and printed *IEEE Spectrum* magazine in November 2018.

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[19] https://nem-initiative.org/vital-media-project

Q: What is the Next Generation Internet initiative?

The Next Generation Internet (NGI) initiative was launched by the European Commission in 2016 under the auspices of Roberto Viola, Director-General for

Dr Monique Calisti at the NGI Forum

FIGURE 33: EXTRACT OF THE NGI ARTICLE ON IEEE SPECTRUM MAGAZINE

Overall traditional media coverage has been summarised in Appendix B.

3 EVENTS AND INITIATIVES

3.1 SUMMARY OVERVIEW OF PAST EVENTS

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., with the aim to involve them in a variety of specialised events in the form of interactive workshops and meetups organised by HUB4NGI or attended by project representatives. A total of 18 events was organised or attended by HUB4NGI in the first year of the project. The main objective of these events was to raise awareness about the NGI priority areas and disseminate the latest NGI developments. A detailed list and overview of past events can be found in D4.3.

3.2 EVENTS IN 2018

This section presents all the events organised by HUB4NGI or attended by project representatives on behalf of the project in order to promote HUB4NGI activities as well as the activities of the NGI initiative since the latest updates from D4.3.

3.2.1 Mobile World Congress 2018

Title	Will privacy enhancing business models drive the NGI?
Event category	NGI session
Date / place	February 27th, 2018, Barcelona - Spain
Partners involved	Martel
Dissemination category	NGI presentation "How to join the NGI?", discussions, flyers

The session opening by Pearse O'Donohue, EC, Director CONNECT/E 'Future Networks', on "NGI – What is the Next Generation Internet Initiative aiming for?" was followed by a presentation about alternative business models by Katja Bego, Data Scientist - Technology Futures team at NESTA and a keynote speech on "Challenges for a trustworthy Internet" from Dr. Sergi Figuerola, CTIO of i2CAT. The session also included an interactive panel discussion moderated by Nicole Müssigmann (EC, Next Generation Internet - Unit E3) with the participation of:

➔ Pearse O'Donohue, EC, Director CONNECT/E 'Future Networks'

➔ Dr. Sergi Figuerola, CTIO of i2CAT

➔ Tomas Diez, Fab City Research Lab Director / Smart Citizen Co-founder / MDEF Director / MaCT Senior Faculty

➔ Monique Calisti, CEO of Martel Innovate / HUB4NGI Coordinator

The interactive panel at Mobile World Congress 2018 was the ideal moment to place the NGI and its approach in the current mobile world by highlighting the opportunities this initiative could bring to creating a better future. The panellists were involved in an engaging discussion

including an active audience that raised interesting questions and enriched the ongoing debate on how privacy enhancing business models will change our future and the dynamics of NGI, too.

Finally, the wrap up highlighted the following statements about NGI:

➔ NGI = applications

➔ NGI = a culture of people engagement in technologies

➔ NGI = prototyping and continuous experimentation

➔ NGI = bring business, society and regulators together
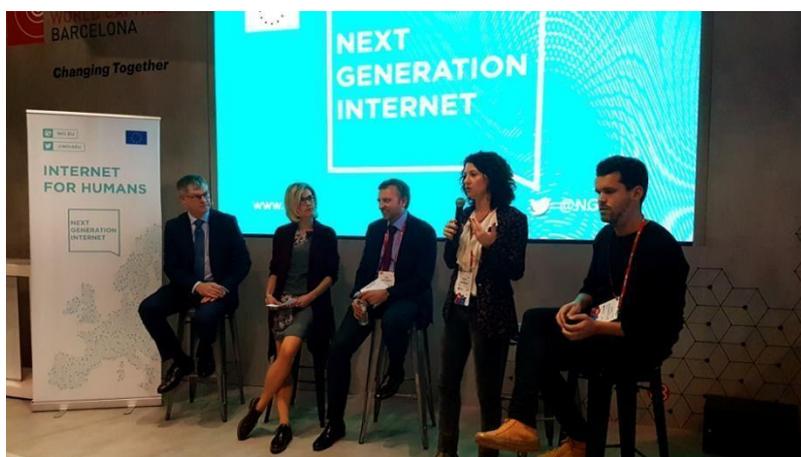
FIGURE 34: NGI SESSION PANEL DISCUSSION AT MWC2018

3.2.2 4YFN 2018 (side event of Mobile World Congress 2018)

Title	**Can decentralisation revolutionise the Internet & society?**
Event category	Panel discussion
Date / place	February 26th – March 1st, 2018, Barcelona - Spain
Partners involved	Martel
Dissemination category	Attendance to NGI panel (at MWC2018), presence at the NGI booth, dissemination of promotional materials, animation of NGI Twitter

Four-Years-From-Now (4YFN) is a side event of the Mobile World Congress. It is a startup business platform of Mobile World Capital Barcelona that enables start-ups, investors, corporations and public institutions to discover, create and launch new ventures together. As well as attending the NGI panel at MWC2018 (main event) and presence at the NGI booth, HUB4NGI/Martel was taking pictures and disseminating on Twitter the NGI panel taking place at the 4YFN.

The panel moderated by Marta Arniani from NGIMove (Futuribile / Curating futures) with the participation of Richard Muirhead (Founder & Partner - Fabric Ventures), Bill Gajda (Global Head, Strategic Partnerships and Innovation - Visa Inc.), Boyd Cohen (Director of Research & CEO of MobX - EADA Business School & MobX) and Nicole Müssigmann (EC – DG Connect Next Generation Internet) discussed how decentralisation can be an enabler for Europe, as it is more effective than centralisation in allowing trust and business, and at the same time in supporting creativity and citizen-led initiatives.

The panel concluded with a presentation of the first edition of the Next Generation Internet Awards, calling start-ups, researchers and leaders of cultural initiatives to get acknowledged for their excellence in designing a better internet of tomorrow.

FIGURE 35: NGI PANEL DISCUSSION AT 4YFN

3.2.3 DSTL AI Fest

Title	**Defence Science and Technology Laboratory (DSTL) AI Festival**
Event category	Lecture / discussion forum
Date / place	April 30th, 2018, Tidworth Garrison, UK
Partners involved	IT Innovation
Dissemination category	Poster & 1:1 discussion

The poster below was presented and discussed with interested parties. Discussions included the possibility to extend the analysis to a threat analysis - i.e. to understand how different societies weaponise artificial intelligence, in addition to the original intention to provide a framework for ensuring that AI is beneficial.

The cultural differences of the varied societies across the world also means that for a threat analysis, there is a need to extend the analysis beyond the Western world's perspective.
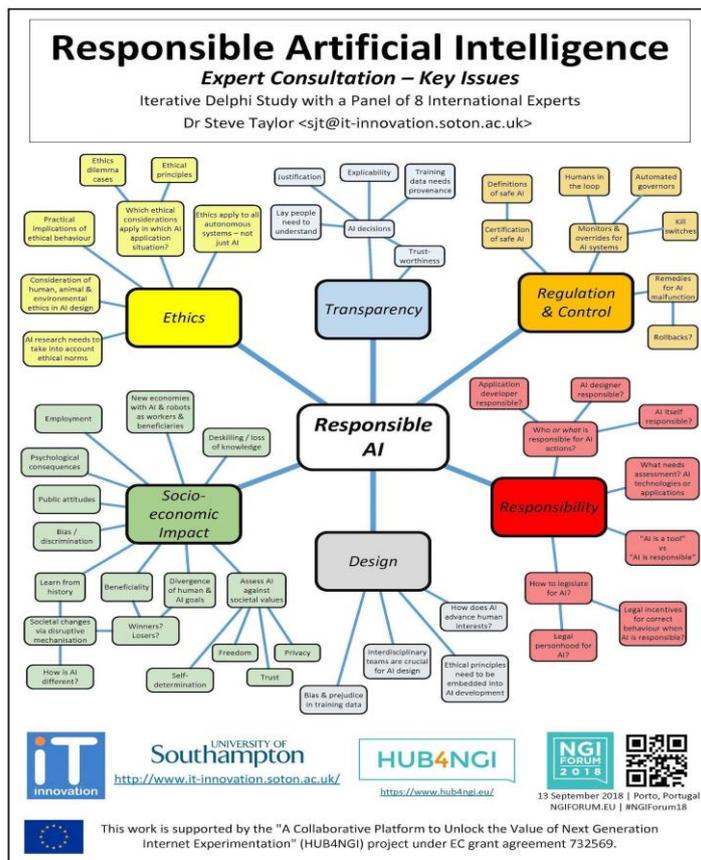
FIGURE 36: HUB4NGI EVENT POSTER

3.2.4 EUCNC 2018

Title	**How to join the NGI**
Event category	Presentation
Date / place	June 18th – 21st 2018, Ljiubiana - Slovenia
Partners involved	Martel
Dissemination category	Presentations, discussions and flyers

Arturo Azcorra (5TONIC Laboratory, Spain) organised and chaired a panel discussion "Smart connectivity in the context of Next Generation Internet" on Thursday, 21 June. The panel was composed of:
- Chair: Arturo Azcorra (Vice President of 5TONIC Laboratory, Spain)
- Serge Fdida (Sorbonne University, France)
- Diego Lopez (Telefonica I+D, Spain)
- Stefan Parkvall (Ericsson, Sweden)
- Dimitra Simeonidou (University of Bristol, United Kingdom).

The panel presentations and discussions showed clearly that the network, as a universal connecting paradigm, is permanently stressed by an ever-increasing demand of stringent performance requirements, the number of connected terminals, geographical coverage, energy consumption and related key performance indicators. The network model itself is challenged, evolving from the current transport-only network, into a hybrid computing/transport model, oriented to the location of content and services, or even new forms of communication

paradigms, instead of the current interconnection of terminals. Smart Connectivity in the context of NGI is the crystallization of the different research elements into a network model and architecture that can address the challenges of the network-centric world. Smart Connectivity builds over the required scientific advances in the areas of physical sciences, logical sciences and key enabling technologies to provide a coherent framework supporting the future networks designs. The precise definition of Smart Connectivity will be emerging as the result of intense research in the coming years. However, the panel already envisioned some of the characteristics of Smart Connectivity:

- Integrated Connectivity, Computing and Control (the 3Cs)
- Massive tailored services
- Converged fixed and mobile networks, integrating the 3Cs
- Support of hyperconverged overlays
- Hundreds of trillions (10^{14}) of connected, active, devices and terminals
- High societal and vertical penetration: Energy, transport, health, entertainment, security, industry, aerospace and many other sectors.

This panel showed a passionate discussion among its invited experts over the future trends and characteristics of the Smart Connectivity concept. In the end of the panel the chair, Arturo Azcorra, highlighted in his presentation the NGI Forum 2018, and he asked all panel attendees to register in time for the event. HUB4NGI/Martel consulted the chairman Arturo Azcorra and shared NGI material with him in different NGI aspects to present NGI Forum 2018 and summarise how to join NGI[20].

3.2.5 Futur.E.S

Title	**Should Open Data end where Data Protection begins?**
Event category	NGI session
Date / place	June 21st – 23rd, 2018, Paris - France
Partners involved	Martel
Dissemination category	NGI presentation "How to get involved in NGI and where to meet next?", discussions, flyers

Futur.e.s in Paris festival hosted an NGI/NEM event organized by Cap Digital and supported by the Vital Media project. The purpose of this event was to address different points raised by the NGI initiative while keeping in mind the various perspectives of the Futur.e.s festival.

After a short introduction by Manuella Portier about Cap Digital, Futur.e.s in Paris and the agenda, Jean-Dominique Meunier presented the NEM Initiative and expressed a strong interest in NGI on the behalf of the NEM community.

During this meeting, Olivier Bringer, Deputy and Acting Head of Unit, Next Generation Internet, European Commission took the floor to present the NGI flagship initiative by focusing on the key aims of NGI in order to involve internet innovators. He emphasised that at the beginning of 2019, Open Calls will be dedicated to internet innovators. He briefly underlined that NGI calls also support cross-continental actions as such the call ICT-31: EU-US Collaboration.

During the debate different visions were put forward: the entrepreneur, the technologist, the lawyer and the European Commission all had their say. Through 4 key topics, the speakers

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[20] https://www.eucnc.eu/2018/www.eucnc.eu/wp-content/uploads/2018/08/PANEL-3_Smart-Connectivity-Panel.pdf

discussed: governance, cross-border Internet, business models and education, culture and citizens' awareness. This gave a full picture of the different issues that Open data raises and how the NGI initiative handles it. To know more about the debate, access the report here[21]. After the debate, Rehana Schwinninger-Ladak, Head of the Unit "Data Applications and Creativity", DG Connect, European Commission explained to the audience the daily issues its Unit has to deal with, such as conservatism, and insisted on NGI approach as human-centric vision. To make it more tangible, she raised the questions that she has to handle with her work: "how to embrace school in the digitalization age?" "How do you recombine technologies with protection and empowerment?". She continued by describing the challenge, the objectives, and the expectations of each call: ICT-25-2018-2020 and ICT-30-2019.

To conclude the meeting, Monique Calisti, CEO Martel Innovate and HUB4NGI Coordinator, emphasised that the NGI Initiative has created a community and tools for the community to access in an effective way. Briefly, she described the various NGI tools: NGI Map, consultation on NGI, excellence in NGI, the upcoming Open Calls funded by ICT-24 NGI OPEN INTERNET CALLS. Finally, she invited the audience to join the NGI community by participating in the next NGI forum on 13th September 2018 in Porto.

FIGURE 37: NGI SESSION AT FUTUR.E.S

3.2.6 Digital Assembly 2018

Title	**Towards a common European data space: Internet of Things, the data economy and the Next Generation Internet**
Event category	Workshop
Date / place	June 25th – 26th, 2018, Sofia - Bulgaria
Partners involved	Martel
Dissemination category	Workshop moderation, live tweeting, interview with Roberto Viola

The Digital Assembly 2018 brought together more than 1,000 stakeholders from all over Europe and beyond to talk about the Digital Single Market policies and recent technological

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[21] https://www.ngi.eu/download/debate-with-the-ec-about-next-generation-internet-hot-topics-and-calls-for-proposals/?wpdmdl=26608&masterkey=5bfba433914a3

progress that is transforming our society. The workshop "Towards a common European data space: Internet of Things, the data economy and the Next Generation Internet" was held on 26th June and moderated by Dr Monique Calisti, CEO of Martel Innovate and HUB4NGI Coordinator. It gave the opportunity to explore and debate some of the core questions that must be addressed to create a better internet, such as: "How can Europe embrace this technological revolution and shape the internet that we want?".

The debate was inspired by an introductory speech given by Sébastien Soriano, chairman of Arcep, the French national regulatory authority for telecoms and post. This was followed by a panel debate, that, besides Mr. Soriano, involved two other experts: Marleen Stikker, founder and Director of Waag, a social enterprise in the Netherlands actively involved in the Open Design and Creative Commons movement, and Leopold Helmut, Head of the Digital Safety and Security Center of the AIT Austrian Institute of Technology. The audience also took an active role in the discussion by intervening with comments and questions both in place and remotely via sli.do, an online audience interaction platform.

FIGURE 38: NGI WORKSHOP AT THE DIGITAL ASSEMBLY 2018

Besides the workshop, the event provided the opportunity to interview Roberto Viola, director general of the EC DG Connect, who talked about Europe's position at the forefront of the NGI movement and stressed the need for the ICT researchers and innovators to stay with the now[22]. The Data Economy and the Next Generation Internet report, elaborated by Dr Monique Calisti, CEO of Martel Innovate and HUB4NGI Coordinator, was published. It focuses on the presentations and discussions that took place at the Digital Assembly 2018 and contains highlights from the NGI workshop[23].

3.2.7 NGI Forum 2018

Title	NGI Forum 2018
Event category	Annual event
Date / place	September 13th, 2018, Porto - Portugal

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[22] https://www.ngi.eu/news/2018/07/05/roberto-viola-focus-on-now-for-ngi/

[23] https://www.ngi.eu/news/2018/07/11/the-data-economy-and-the-next-generation-internet/

Partners involved	All partners and all CSAs
Dissemination category	Event organisation, presentations, discussions, booth, live tweeting

After the first successful Next Generation Internet Forum held in Barcelona in September 2017, the HUB4NGI project, in collaboration with Porto Municipality, through Porto Digital and contributions from the Engineroom, NGI Move and SpeakNGI.eu projects, organised the second annual edition of the NGI Forum. The event attracted more than 300 registered attendees (200 attended) from 35 countries worldwide. There were 26 speakers, including keynotes and expert panels, and three parallel group sessions. The participants were active, engaged and excited to be part of the growing movement of Internet innovators, researchers, policymakers, SMEs and corporations who are building the Internet of tomorrow. The event was run as a free-entry (with registration), freestanding event, so the fact that so many chose to come and actively participate is a clear indication of the success and growth of both this specific annual event and the NGI Initiative in general. The EC's Jorge Gasos, NGI Unit, DG Connect/ E.3 outlined the upcoming calls and funding opportunities, including R&I project implementation through sub-granting and/or cascade funding. He outlined 2018's CSAs in both NGI and EU-US partnerships and talked about what lies ahead for Horizon Europe. Throughout the whole event, HUB4NGI had a prominent role in leading the different activities.

A press release about the NGI Forum went out prior to the event and was published on the NGI website. It was also translated into Portuguese and distributed to local press by Porto Digital. The EU also put out a news item[24] on the event. A Twitter campaign was created on the @NGI4EU account. Below are some examples of Twitter cards from the campaign.

FIGURE 39: TWITTER CAMPAIGN FOR THE NGI FORUM 2018 - SPEAKERS

Live tweeting and online streaming were particularly important in order to increase the outreach of the NGI Forum beyond physical attendees. The audience was also invited to actively participate on social media by sharing insights, as well as contributing with live questions via sli.do.

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[24] https://ec.europa.eu/digital-single-market/en/news/nextgeneration-internet-forum-2018

FIGURE 40: TWITTER CAMPAIGN FOR THE NGI FORUM 2018 – LIVE STREAMING AND SLI.DO

Videos and photos were taken throughout the event, both during the sessions and at the Photobooth. Key moments were illustrated by Ricardo Figueira, NGI Forum Graphic Animator.
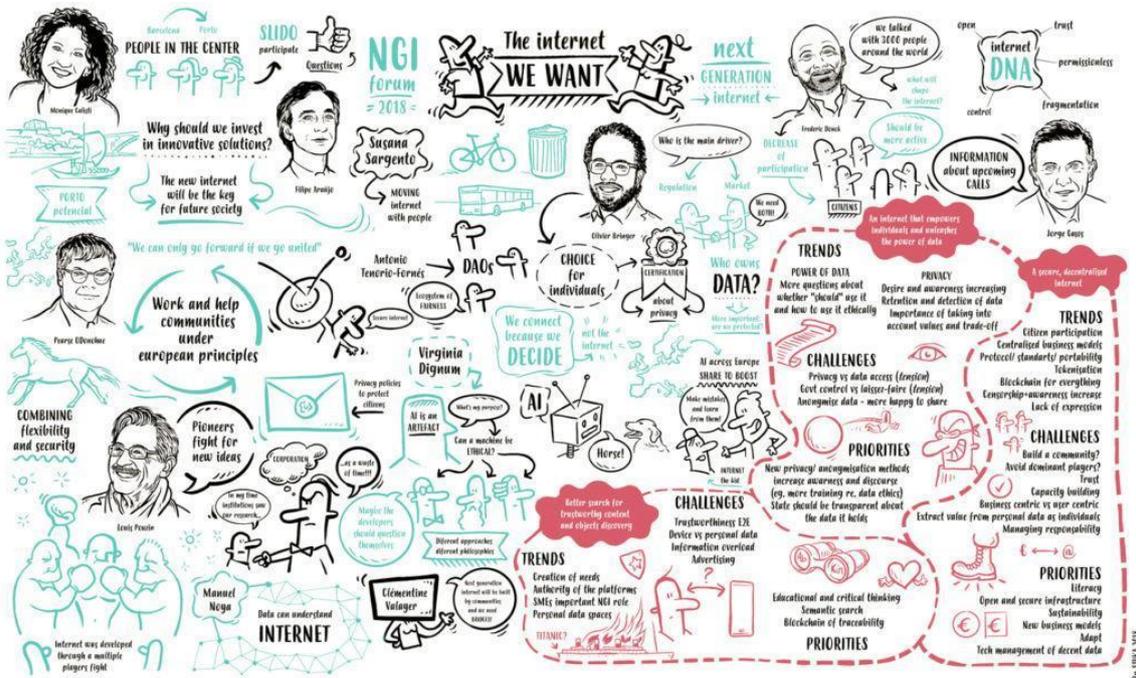
FIGURE 41: THE FIGURE ANIMATION OF THE DAY

After the event, a report[25] was created. Also, photos[26] and videos[27] were published and Twitter moments[28] were created that collect all the tweets including the event hashtag #NGIForum18. Finally, a post-event press release[29] summarising highlights, key takeaways and main outcomes went out and was published on the NGI website.

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[25] https://www.ngi.eu/download/ngi-forum-2018-report/

[26] https://ngiforum.eu/photos/

[27] https://www.youtube.com/watch?v=8Yil9dPnnyw&list=PLMry6uwmHiLZCdv6xM6cYihktAE1ZtUXu

[28] https://twitter.com/i/moments/1040163459999125504

[29] https://www.ngi.eu/wp-content/uploads/sites/18/2018/10/NGI-Forum18_postevent_Press-Release_v0.3.pdf

The NGI Forum 2018 got a wide spread of coverage in the media, both as event listings, articles about the event and interviews with key speakers and stakeholders. Details on where previews of the NGI Forum appeared online are available in the NGI Forum 2018 report[30].

3.2.8 4th Fed4FIRE+ Engineering Conference

Title	4th Fed4FIRE+ Engineering Conference
Event category	Conference
Date / place	October 8th – 10th, 2018, Bruges - Belgium
Partners involved	IMEC
Dissemination category	Presentations, discussions and flyers

The fourth Fed4FIRE+ Engineering Conference (FEC4) took place 8-10 October 2018 in Bruges, Belgium.
The Fed4FIRE+ project offers the largest federation worldwide of Next Generation Internet (NGI) testbeds, which provide open, accessible and reliable facilities supporting a wide variety of different research and innovation communities and initiatives in Europe. The federated testbeds are available for technology areas such as IoT, 5G, wired, wireless, openflow, cloud and big data. Currently the Fed4FIRE+ project is offering cascade funding for SMES/Start-ups. The feedback and experience of those Open Calls is being collected and reported in the HUB4NGI project to support future calls by the NGI/RIAs. In the FEC4 the NGI initiative, the NGI Map and coming Open Calls (cascade funding) were promoted by the Fed4FIRE+ coordinator IMEC that is also a HUB4NGI project partner.

3.2.9 Web Summit

Title	Building together the Next Generation Internet (NGI), funding opportunities for internet innovators
Event category	Workshop
Date / place	November 5th – 8th, 2018, Lisbon - Portugal
Partners involved	Martel
Dissemination category	Workshop moderation, presence at the NGI booth, talks and side-events participation, dissemination of promotional materials, live tweeting

The Next Generation Internet (NGI) initiative teamed up with the European Commission to showcase its initiative and funding opportunities at the Web Summit in Lisbon on 5-8 November. The Web Summit was a huge ICT conference, attracting around 70,000 attendees and billed as the world's largest gathering of entrepreneurs.
NGI showcased its work at the prominent EU booth in the exhibition area and also hosted and participated in talks and side-events. The main NGI workshop, hosted by Dr Monique Calisti, HUB4NGI Coordinator and CEO of Martel Innovate, was held at the startup workshops stage

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[30] https://www.ngi.eu/download/ngi-forum-2018-report/

on November 6 with every seat taken. The NGI was introduced by Olivier Bringer, deputy and acting Head of Unit at EC DG CONNECT in charge of the NGI initiative. NGI-related open calls[31] with funding ranging from €50-€200k were also outlined. Michiel Leenaars from NLNet talked about how projects could get help with cascade funding from his organisation and Isabella De Michelis from ErnieAPP outlined how embedding key NGI values such as privacy into technology can both benefit users and generate profits[32].

FIGURE 42: NGI WORKSHOP AT WEB SUMMIT

3.2.10 Internet Governance Forum

Title	**What future for the Internet?**
Event category	Workshop
Date / place	November 12th – 13th, 2018, Paris - France
Partners involved	Martel
Dissemination category	Workshop moderation

The workshop session held on November 13 was organised by the European Commission/ Valentina Scialpi and it was moderated by Dr Monique Calisti from HUB4NGI. The session was one of the 21 Open Forum sessions at IGF 2018 organised under the theme "Emerging Technologies" with Subtheme "Internet Ethics". It provided an update on the state of the art of the European Commission Next Generation Internet initiative and how the Internet Governance narrative will feed into it. The session involved the participation and presentations of:

➜ Pearse O'Donohue, EC

➜ Olivier Bringer, EC

➜ Michiel Leenaars, NLNet

➜ Maryant Fernandez, EDRi

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[31] https://www.ngi.eu/opencalls/

[32] https://www.ngi.eu/news/2018/11/12/ngi-values-on-show-at-web-summit/

This was the first time the cascaded funding mechanism was presented by a new Research and Innovation Action (NGI0-Discovery/PET, Michiel Leenaars) to finance individual innovators, SMEs, Start-ups and social innovators. The session video and transcript are available on the event website[33].

3.2.11 ICT 2018

Title	**ICT 2018**
Event category	Conference & exhibition
Date / place	December 4th – 6th, 2018, Vienna - Austria
Partners involved	Martel, IDC
Dissemination category	NGI presentation, presence at the NGI booth, production and dissemination of promotional materials, live tweeting

The Next Generation Internet (NGI) initiative booth at ICT2018, 4-6 December 2018, in Vienna was a big success. We achieved our communications objectives to engage the ICT2018 community, raise awareness of the NGI initiative and communicate information about our Open Calls.

The booth had hundreds of visitors, to whom we gave out more than 1,000 NGI-branded gadgets and distributed copies of two magazines – *IEEE Spectrum* and *Communications of the ACM* – each containing a 1-page interview on the NGI initiative. We also handed out flyers and information about the NGI and related Open Calls. Other attractions included:

➜ NGI Fortune Wheel - very popular, eye-catching attraction with interactive 'teaching' questions about the NGI

➜ The NGI photobooth took 200+ photos with people in the NGI.eu frame

➜ VIP visitors including the EC's Pearse O'Donohue, press & bloggers and a delegation of 20 local students (aged 10-16)

➜ NGI social event for VIP guests at a local 5-star hotel

The booth was coordinated by HUB4NGI and staffed by a revolving team of representatives from the various CSAs: HUB4NGI, SpeakNGI, NGIMove and Engineroom. There were lots of comments from other exhibitors and conference attendees that it was one of the best booths in the exhibition (there were 130 exhibition booths altogether).

Many of the booth visitors had not heard of the NGI before so it was a successful outreach exercise in this respect. From those already 'in the know' there was plenty of interest in the Open Calls and in the ongoing work of the Next Generation Internet initiative.

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[33] https://www.intgovforum.org/multilingual/content/igf-2018-day-2-salle-vii-of21-what-future-for-the-internet

FIGURE 43: AUSTRIAN STUDENTS VISITING THE NGI BOOTH

3.3 SUPPORTING THE NGI COMMUNITY

In the past months, HUB4NGI and its partners have pursued the set-up and promotion of the NGI initiative to facilitate access to the NGI resources for relevant stakeholders. The activities carried out included:

➔ Coordination of efforts to strengthen the NGI initiative:

- The ongoing support to the Future Internet Forum

- The coordination of the NGI Contact Points

- The close cooperation with ICT-41 CSA projects

- The ongoing management, update and promotion of the NGI Map

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 and is the place where Member States and Associated Countries can:

➔ Share knowledge, experience and best practices

➔ Identify key national actors, activities and institutions

➔ Devise common approaches and complementarities between the various frameworks

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

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

The HUB4NGI project (Martel) participated in the 7th FIF meeting in two roles:

➜ A FIF meeting rapporteur

➜ A central support to all nominated NGI Contact Points

In this 7th FIF meeting involving NGI, the following items were presented and discussed with the FIF members and with the invited NGI Contact points in the MSs/ACs[34].

➜ Status of the initiative

➜ Roadmap 2018 and 2019

➜ NGI in the next Framework Programme

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 helps 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. They also raise awareness about the NGI initiative (and H2020 funding possibilities in the work programme 2018-2020), promote it and build and broaden 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: 21 (out of 23) are visible on the NGI Map as depicted in the figure below. All NGI Contact Points in the European Union Member States and Associated Countries, together with their contact details, can be found on the NGI.eu website[35].

For detailed information on the analysis in this white paper please refer to the HUB4NGI deliverable "D1.2 Portfolio and National Programmes" that is available on the HUB4NGI website[36].

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[34] https://ec.europa.eu/digital-single-market/en/future-internet-forum
[35] https://www.ngi.eu/resources/ngi-contact-points/
[36] https://www.ngi.eu/resources/deliverables/
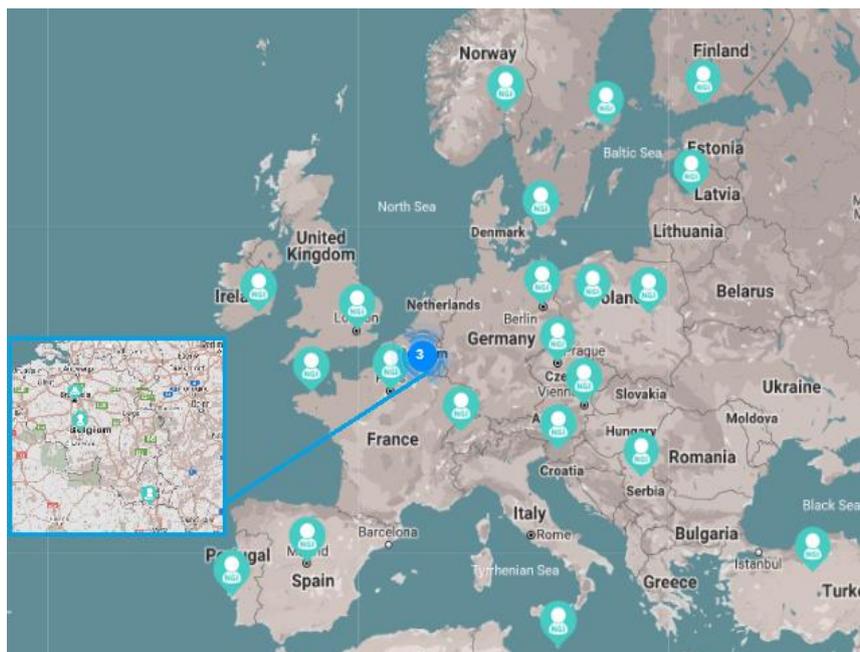
FIGURE 44: NGI CONTACT POINTS ON THE NGI MAP

3.3.2.1 The NGI workshops in the Member States and Associated Countries

The NGI Contact Points Workshops were held in 11 Member States: Austria, Belgium, Czech Republic, Finland, France, Germany, Italy, Malta, the Netherlands, Poland and Switzerland - with the aim to underline the common outcomes and main topics in terms of NGI-related priorities to be addressed by policy makers and key stakeholders. Altogether, 15 workshops were organised in the EU Member States by the NGI Contact Points.

3.4 NGI EXPERT GROUP

The NGI Expert Group consists of 12 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 NGI.eu website.[37]

The expert group was contacted to collect feedback for the deliverables D1.1 and for the D1.2 and their valuable feedback was used overall to support project activities and methodologies.

Other areas where interaction with the experts group happened was around events and webinars where several expert group members – Mathieu d'Aquin, Axel Polleres, Nozha Boujemaa, Pompeu Casanovas, Dirk Trossen and Angelo Corsaro – contributed by having presentations, especially in the NGI Forum 2017. Pierre-Yves Danet participated in the NGI webinar in November 2018 and he presented "Media & Content Hyper-personalisation" examining the strategic importance of hyper personalisation in today's context, to support media in the creative sector and in business (cf. section 2.7.1 for details).

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37 https://www.ngi.eu/about/expert-group/

Showing their high calibre, our NGI Expert, Dr Angelo Corsaro, chief technology officer at ADLINK, was named one of the world's 50 top influencers in edge computing by *Data Economy* magazine in 2018. Following this announcement, Martel interviewed Dr Corsaro for NGI and the story was published on NGI.eu on 20 September 2018[38]. In the interview, Corsaro talks about how Edge Computing fits the NGI goals and the crucial need for ethics in technology, another key NGI focus area.

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

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[38] https://www.ngi.eu/news/2018/09/20/angelo-corsaro-living-on-the-edge/

4 KEY PERFORMANCE INDICATORS

The following table presents the Key Performance Indicators (KPIs), the target values, the actual values at the end of Year 2 (as of December 31st, 2018), 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+Y2)	Source and methodology
NGI Flyers	Nº of flyers created (updated once a year) and distributed	>1500 by the end of Y1 >3000 by the end of Y2	1 general postcard - 3 updates (+also at least 500 downloads) - Y1: 1800 copies - Y2: 1500 copies + 500 business cards + NGI forum promotion materials (1000 copies at least of STD and "Book-now for NGI Forum2018")	Distribution via participation to and organisation of dedicated events and electronically via the HUB4NGI/NGI website/ Portal
NGI Poster / Roll-up	Nº of poster / roll-up created (updated as appropriate)	At least 2 per year	4 general posters + 1 general roll-up (+ updates) + materials for NGI Forum (2 roll-ups + 1 poster + photobooth) and ICT2018 (1 poster + 1 roll-up + photobooth)	Dissemination via participation to and organisation of dedicated events and electronically via the HUB4NGI/NGI website/ Portal
NGI presentations	Nº of presentations (updated as appropriate) to be made available	At least 4 per year according to participation at events	12 (9 presentation + 3 webinars)	Presentation via participation to and organisation of dedicated events and electronically via the NGI 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 overall 150 views per video by the end of year 2	64 videos in total from all the CSAs 3935 total views --- 37 from HUB4NGI (22 interviews + 11 videos from NGI FORUM 2018 plenary + 3 webinar + 1 NGI map tutorial) 2610 total views	Informative and promotional videos (storytelling, mini interviews, etc.) to support awareness creation and stakeholders' engagement
HUB4NGI Portal	Nº of visitors to the website	>2000 per year (by the end of year 1)	2596 unique users NOT RELEVANT ANY MORE AS THE WEB SITE WAS CLOSED	Online publication of material and crossed social media promotion via News,

		>3000 per year (by the end of year 2)		Publications, Videos, Newsletters, Technical blogs
NGI Portal	Nº of visitors to the website	More than 5000 by the end of year 2 * Portal launched at Month 9	25,479 unique users[39]	Online publication of material and crossed social media promotion via News, Publications, Videos, Newsletters in collaboration with other NGI CSAs
@NGI4eu Twitter animation	Nº of followers in Twitter	> 1000 followers by the end of year 1, > 1500 by the end of year 2	2670 followers	Keeping NGI profiles on such networks alive via regular posting and monitoring
Newsletters (2 per year)	Nº of subscribers	>200 in year 1 >400 in year 2	1017 subscribers from NGI list	Recording of subscribers to the electronic newsletter
News items	Nº of items published via the HUB4NGI Portal	>10 in year 1 >15 in year 2	On the 2nd year 34 (from Dec 2017 to 3 Dec 2018) news and blog posts by HUB4NGI on the NGI portals	Short articles and technical news from ongoing NGI and NGI experimentation focused projects published via the website
Webinars	Nº of webinars Nº of participants	3 per year >15 participants per webinar	2 in year 1 and 3 new in year 2: NGI FIF/CP training 27 participants; Duncan Brown/IDC; Jorge Gasos /EC 32 participants; and Media & Content Hyper-personalisation 26 participants)	Advertisement of offered webinars via project web-site and social media channels
Community Engagement workshops	Average number of participants per workshop	>50 participants per workshop	> 200	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	10	Attendance proof, presented material, photos, animation of social media channels, events' reports

TABLE 4: KEY PERFORMANCE INDICATORS

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[39] Analytics collected by 31 December 2018 when the statistics was collected.

5   HOW TO ENSURE SUCCESSFUL HANDOVER TO NEW CSA

5.1 INTRODUCTION

After the end of the HUB4NGI project, the current NGI CSAs - ENGINEROOM, NGI MOVE and SpeakNGI.EU - will continue until end of March 2019. Meanwhile, four new NGI RIAs are starting between November 2018 and January 2019 and five new CSAs will begin between Q1 and Q2 of 2019. One of these new CSAs will be the NGI4ALL project starting in January 2019 that will execute the NGI programme-wide communication strategy, branding and marketing activities, including extensive online and social media presence and organisation of events. It will establish a positive brand image among young researchers, innovators, policy makers and people at large. It will lead NGI external communications and also coach all NGI actions under this topic for effective communications and marketing. The NGI4ALL project is coordinated by Martel Innovate, which will ensure this new CSA takes over full coordination of NGI online, social media presence, offline promotional activities and events' organisation. The handover plans for each specific communication channel and the web tools are described below. Martel Innovate acting as a coordinator in both projects will make sure a smooth handover of activities. Within the HUB4NGI project, Martel has started and/or maintained several established NGI communication channels as follows:

➜   **NGI.eu** web portal - hosting, design and maintenance - **https://ngi.eu/**

➜   **NGIFORUM.eu** web portal - hosting, design and maintenance - **https://ngiforum.eu/**

➜   **@NGI4EU** Twitter - **https://twitter.com/NGI4eu**

➜   **NGI YouTube channel -
https://www.youtube.com/channel/UCafmIQ_fwe_FiwiiYj6QLUA**

➜   **NGI Contact Points file repository** – NGI Drive **https://drive.ngi.eu/apps/files/**

➜   **NGI Map** – **https://map.ngi.eu/**

➜   **HUB4NGI and NGI mailing lists**

The handover plans for each specific communication channels/web tools are described below.

5.2 NGI.EU AND THE NGIFORUM.EU WEBSITES

HUB4NGI: Martel Innovate has hosted, designed and managed the NGI.eu and the NGIFORUM.eu web portals. The NGI4ALL / Martel Innovate will continue the operation of the NGI.EU and NGIFORUM.eu websites. For the NGI.eu website, the other current CSAs have had editing rights for news, blogs and events within the NGI context. The NGI.eu domain is owned by Dissemination.at (NGI Move project) and Martel Innovate already has operating/managing rights for it i.e. the NGI.eu domain will continue smoothly in 2019 operated by Martel Innovate, but still owned by Dissemination.at that originally bought the domain name.

     Co-funded by the Horizon 2020
Framework Programme of the European Union

5.3 NGI TWITTER

The official NGI Twitter @NGI4EU - https://twitter.com/NGI4eu has currently 2,670 active followers. Martel Innovate has been in charge of the management of the NGI Twitter account since the official launch of NGI in Autumn 2016. Since November 2017, the other three ongoing CSAs have had permissions to tweet via the Tweetdeck web-application and coordinators with direct Twitter access rights. Martel Innovate will continue the NGI twitter maintenance and operation in the NGI4ALL project but will reorganise tweeting rights permissions when ongoing projects end, and new ones start.

5.4 YOUTUBE CHANNEL

Martel Innovate has taken care of the YouTube NGI channel in the HUB4NGI project and the same will continue in the NGI4ALL project guaranteeing a smooth handover.

5.5 NGI CONTACT POINTS FILE REPOSITORY

In Spring 2017 Martel Innovate setup an NGI Contact Points file repository in the Google drive. It contains the latest material about the NGI Workshops, presentations, past meetings, reports etc. At the January 2018 FIF-meeting, it was agreed to implement a European-origin file repository to exchange documents, outcomes, experiences, etc. Therefore, Martel Innovate (data owner) and PSNC (data processor) together setup a new Nextcloud-based NGI Contact Point file-repository. Martel Innovate as a data owner will continue to operate the new file repository after the HUB4NGI project.

5.6 NGI MAP

The HUB4NGI project has developed the NGI interactive map in order to foster collaboration among researchers and innovators in Europe and beyond. Martel Innovate has acted as data owner and the Open University has taken care of practical setup and operation of the NGI Map (data processor). In NGI4ALL, Martel Innovate will continue the operation of the NGI Map and actually a major restructuring is planned.

5.7 NGI MAILING LISTS

There have been several mailing lists in use to support communication between NGI projects facilitating interaction both within the NGI community (internal) and in wider terms to reach NGI related stakeholders in public communication (external).
For internal and external communication purposes Martel Innovate has created, hosted and maintained mailing lists in the HUB4NGI project. Those mailing lists have been described in the table below indicating also if they will continue in the NGI4ALL project under Martel Innovate's control, thus taking into consideration GDPR requirements:

Mailing list	Subscribers	Purpose	Continuation
coordinators@ngi.eu	13	Coordinators of ongoing NGI projects -	Yes

		both CSAs and RIAs.	
projects@ngi.eu	18	All NGI projects' partners participants.	Yes
comms@ngi.eu	27	People involved in communication / events / promotion of NGI (from both RIAs and CSAs), also EC representatives included.	Yes
narratives@ngi.eu	18	People involved in the NGI narrative TF - so far only ongoing NGI CSAs.	Yes
stakeholders@ngi.eu	18	People involved in the NGI stakeholder TF - so far only ongoing NGI CSAs.	Yes
NGI News	1017	Used to share news, project achievements, events, etc. to the NGI community and to the broader audience (beyond NGI).	Yes
all@hub4NGI.eu	14	Used to share information within the HUB4NGI project.	No. HUB4NGI will use it until final review.

TABLE 5: MAILING LISTS CONTINUATION AFTER THE HUB4NGI

5.8 NGI COMMUNICATION TASK FORCE (TF)

The NGI Communication Task Force (Comms TF) leadership was circulated among all current NGI CSAs - ENGINEROOM, HUB4NGI, NGI MOVE and SPEAKNGI.EU. The HUB4NGI project (Martel Innovate) chaired the Comms TF in Spring 2018 for a three-month period and is currently again chairing it until end of 2018. The Comms TF will be reorganised and continue its operation in Q1 2019 under the control of the NGI outreach office - NGIALL project coordinated by Martel Innovate.

5.9 OTHER SOCIAL MEDIA/ NGI WEB TOOLS – OUT OF HUB4NGI SCOPE

The handover process for other social media and/or NGI web tools created, controlled or operated by other CSA projects are not described here. The NGI4ALL project needs to take care of that in 2019 with ongoing and new CSAs. The other social media and/or NGI web tools (the owner mentioned in parenthesis) are as follows:

➔ LinkedIn group: **https://www.linkedin.com/groups/2206279/** (NGI Move) - Martel and thereby NGI4ALL has been granted Admin rights for the group

➔ Facebook: **https://www.facebook.com/NGI4EU/** (SpeakNGI.eu) - Martel and thereby NGI4ALL has been granted the role of Administrator

➔ Instagram: **https://www.instagram.com/ngi4eu/** (SpeakNGI.eu); Martel and thereby NGI4ALL has been granted the role of Administrator

➔ Consultation platform - **https://consultation.ngi.eu/** (SpeakNGI.eu)

➔ NGI Awards - **https://awards.ngi.eu** (NGI Move)

➔ Global Internet Policy Observatory (GIPO) - **http://observatory.giponet.org/#**; (SpeakNGI.eu);

➔ NGI stakeholder TF (SpeakNGI.eu)

➔ NGI Narrative TF (Engineroom)

➔ Riot chat & collaboration tool - **https://riot.im/** Martel and thereby NGI4ALL has been granted the role of Administrator

The discontinued activities include:

➔ HUB4NGI project website - **https://hub4ngi.eu/** (merged to NGI.eu web)

➔ Futurium website - **https://ec.europa.eu/futurium/en/next-generation-internet** (The EC origin – archived)

6   CONCLUSIONS

The current deliverable D4.4 is the Report on Community Building and Promotional Activities of the second and final year of the HUB4NGI project, building on the Marketing, Communication and Community Building Strategy D4.2 at M4, and on the previous deliverable D4.3 reporting on the communication and dissemination activities of the first year of the project.

The D4.4 reports about the communication efforts employed by HUB4NGI in order to promote the NGI initiatives to the broadest audience possible through a number of offline and online activities. They include the management and update of the NGI website, the management of dedicated social media channels and the production and dissemination of an NGI newsletter. The stakeholder community was also engaged through several events organised and participated in by HUB4NGI.

The key achievements in terms of dissemination and promotion of the NGI initiative can be summarised as follows.

➔   In 2018, HUB4NGI has organized and participated in more than 10 events with a high engagement overall from researchers and IT industry players to policy makers and civil society representatives. Furthermore, the NGI events were placed in the context of high-level and well-attended conferences that overall reached out to an audience of more than 130,000 people across Europe

➔   Among the others, HUB4NGI led the organization of the second edition of the NGI flagship event, the NGI Forum 2018 that took place in Porto in September 2018, welcoming 200 participants from 35 countries

➔   HUB4NGI has organized 3 webinars in the 2018 (and 2 in the 2017) that welcomed more than 120 participants

➔   The NGI Map hosted on the NGI website has more than 150 organizations registered

➔   From end October 2017 to the end of December 2018, the NGI.eu website received around 25,000 unique users and almost 60,000 unique page views

➔   Under the management of HUB4NGI, the NGI Twitter account has attracted 2,670 followers with more than 5,000 tweets published. The YouTube channel hosts more than 60 videos, watched by almost 4,000 users.

➔   The collaborative efforts to produce and distribute the NGI newsletter has led to more than 1,000 subscriptions.

APPENDIX A

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 - NGI demo, NGI presentation, what else?	Event Report
ICT 2018	4-6 December 2018, Vienna, Austria	NGI booth, NGI networking session, NGI conference session	ICT 2018	Researchers, policy makers, innovators, industry, SMEs, start-ups, academia	about 450 booth visitors (total audience 5000)	Europe, USA	HUB4NGI + all ongoing CSAs	NGI networking session and conference session, presence at the NGI booth, demos, promo materials, animation of NGI Twitter	See par. 3.2.11
HUB4NGI webinar "Media & Content Hyper-personalisation"	14 November 2018, Online	NGI webinar	Media & Content Hyper-personalisation	Industry, Research orgs, policy makers, interested public	26	Europe	OU, Martel	Presentation by Pierre-Yves Danet (Orange, France)	https://www.ngi.eu/blog/2018/11/14/media-content-hyper-personalisation/
EBDVF 2018	12-14 November 2018, Vienna, Austria	External event	European Big Data Value Forum 2018	Industry, Research orgs, policy makers, interested public	500	Europe	IT Innovation	Attendance to provide input to D2.3	
IGF 2018	12-14 November 2018, Paris, France	External event	Internet Governance Forum 2018	Government, civil society, private sector, academia	90	Global	Martel	Workshop moderation, NGI promotion, participation to talks, live tweeting	See 3.2.10

Innovate UK NGI Event	6 Nov, London	NGI event	"NGI, Cloud Computing and Data in Horizon 2020 "	Government, civil society, private sector, academia	100	UK	IT Innovation	Invited presentation - disseminate NGI	
Web Summit 2018	5-8 November 2018, Lisbon, Portugal	NGI workshop	Building together the Next Generation Internet (NGI), funding opportunities for internet innovators	Technology companies, fast-growing startups, policymakers	150	Global	Martel	Workshop moderation, presence at the NGI booth, NGI promotion, dissemination of promotional materials, participation to talks and side-events, live tweeting	https://www.ngi.eu/news/2018/11/12/ngi-values-on-show-at-web-summit/
HUB4NGI webinar "From IT Security to Digital Trust: Trends and imperatives in a digital world"	18 October 2018, Online	NGI webinar	From IT Security to Digital Trust: Trends and imperatives in a digital world	Industry, Research orgs, policy makers	37	Europe	OU, IDC, Martel	Presentation by Duncan Brown (IDC)	https://www.ngi.eu/blog/2018/10/18/from-it-security-to-digital-trust-trends-and-imperatives-in-a-digital-world/

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[4th Fed4FIRE+ Engineering Conference (FEC)](#)	8-10 October 2018, Bruges, Belgium	Participation to events for liaisons and promotion of NGI	4th Fed4FIRE+ Engineering Conference (FEC)	SMEs, industry, academia, researchers, developers		Europe	IMEC		
[NGI FORUM 2018](#)	13 September 2018, Porto, Portugal	NGI introduction, stakeholder engagement, feedback collection	NGI Forum 2018	SME/Startup, Research orgs, Industry, Civil society	200	Portugal	Martel, all HUB4NGI + all CSAs	Conference organization, workshop moderation, NGI promotion, live tweeting, NGI survey demo, booth, dissemination and promotional materials	[https://www.ngi.eu/wp-content/uploads/sites/18/2018/09/NGI FORUM-2018_report_21.09.2018_v1.5_final.pdf](#)
[Digital Assembly 2018](#)	25-26 June 2018, Sofia, Bulgaria	Participation to events for liaisons and promotion of NGI	Towards a common European data space: Internet of Things, the data economy and the Next Generation Internet	Policy makers, industry, academia, SMEs, media	150	Europe	Martel	Workshop moderation, NGI promotion, live tweeting, interview with Roberto Viola by Dr. Monique Calisti (HUB4NGI Coordinator)	[https://www.ngi.eu/wp-content/uploads/sites/18/2018/07/NGI_dataeconomy-and-NGI_DA2018_calistiv1.1.pdf](#)
[Futur.e.s](#)	21-23 June 2018, Paris, France	Participation to events for liaisons and promotion of NGI	Should Open Data end where Data Protection begins?	Media researchers and policy regulators	60	Europe	Martel	Presentation "How to join the NGI" by Dr. Monique Calisti (HUB4NGI Coordinator). Twitter live.	[https://www.ngi.eu/wp-content/uploads/sites/18/2018/11/Debate-with-the-EC-about-Next-Generation-Internet-hot-topics-and-calls-for-proposals_1.pdf](#)

EuCNC 2018	18-21 June 2018, Ljiubiana, Slovenia	Participation to events for liaisons and promotion of NGI	EuCNC 2018 5G and beyond	Industrial, Academics and SMEs working on next generation smart connected networks based on 5G development	120	Global	Martel	Presentation "How to join the NGI" by Dr. Monique Calisti (HUB4NGI Coordinator). Twitter live.	Reported in the D4.4
NGI CSAs common review meeting	14-15 May 2018, Brussels	NGI and HUB4NGI presentations, Lessons learned slides	NGI Common Review	NGI CSAs partners	15	Europe	Martel, PSNC	Presentation of HUB4NGI and Lessons Learned across NGI	See experts review report
4YFN 2018	26 Feb - 1 March 2018, Barcelona, Spain	NGI presentation and promotion	4YFN	Start-ups, SMEs, Researchers, Innovators	80	Global	Martel	Presence at the NGI booth, Promo materials, Animation of NGI Twitter, Attenging NGI Panel	https://www.ngi.eu/news/2018/02/26/ngi-panel-4yfn/
MWC 2018	27 February 2018, Barcelona, Spain	NGI presentation and promotion	Mobile World Congress 2018	Telco Industry, Creative Media Industry, Regulators, Innovators, Researchers	more than 100000 people	Global	Martel	Presentation How to Get Involved to the NGI at NGI Session organised by the EC	https://www.ngi.eu/event/ngi-mwc-will-privacy-enhancing-business-models-drive-the-ngi/?instance_id=91

TABLE 6: LIST OF EVENTS ORGANISED OR ATTENDED BY HUB4NGI

APPENDIX B

This table provides a detailed overview of the NGI visibility in traditional media (off/on-line).

Title of news/ website	Date	Country	Category of Dissemination website, e-news, traditional media	Web-link / screenshot of the news Title of event
Focus on NGI - Next Generation Internet	27.08.2018	Belgium	website	https://www.ncpflanders.be/news/focus-ngi-next-generation-internet
NGI local website in Germany	01.10.2017	Germany	website	https://www.ngi-germany.org/
NGI Forum 2018 Agenda now online	03.08.2018	Germany	website	https://www.ngi-germany.org/ngi/news
Flagship NGI Forum Event In Portugal In September Will Help Design An 'Internet Of Human Values'	19.07.2018	Ireland	website	https://irishtechnews.ie/flagship-ngi-forum-event-in-portugal-in-september-will-help-design-an-internet-of-human-values/
NGI Forum 2018 - Porto, 13 September 2018	04.07.2018	Italy	website	http://first.aster.it/_aster_/viewNews?ID=42032
Tarptautinė konferencija: "NGI FORUM 2018"	26.06.2018	Lithuania	website	https://www.vu.lt/projektai/tarptautine-konferencija-ngi-forum-2018/
NGI Forum Comes to Porto to discuss the future internet	03.08.2018	Portugal	website	http://www.anje.pt/en/empreendedorismo-ngi-forum-comes-to-porto-to-discuss-the-future-internet
Porto acolhe fórum sobre a Internet do futuro que será "mais segura e humana"	12.09.2018	Portugal	website	https://www.lusa.pt/article/24793346/porto-acolhe-fórum-sobre-a-internet-do-futuro-que-será-mais-segura-e-humana

NGI Forum 2018	17.07.2018	Portugal	website	https://www.ccalfandegaporto.com/pt/agenda/ngi-forum-2018/
NGI Forum 2018	24.06.2018	Portugal	website	http://scaleupporto.pt/event/ngi-forum-2018/
Porto hosts the Next Generation Internet Forum in September	25.07.2018	Portugal	website	http://www.porto.pt/noticias/porto-recebe-em-setembro-forum-europeu-sobre-a-internet-do-futuro_2?lang=en
Next Generation Internet Forum Coisas para fazer, Conferências e palestras	26.06.2018	Portugal	website	https://www.timeout.pt/porto/pt/coisas-para-fazer/next-generation-internet-forum
Join the Next Generation Internet Initiative - Sponsored article in the IEEE off/on-line publication	13.11.2018	Global	website & print media	https://spectrum.ieee.org/computing/networks/join-the-next-generation-internet-initiative
NGI local website in Sweden	15.11.2017	Sweden	website	https://www.sics.se/projects/the-next-generation-internet
Next Generation Internet. Andare là dove nessuno è mai giunto prima	28.11.2018	Italy	website	https://formiche.net/2018/11/next-generation-internet/
Join the Next Generation Internet Initiative - Sponsored article in ACM Communications off/on-line publication	01.12.2018	Global	website & print media	https://cacm.acm.org/
The Next Generation Internet Workshop	08.06.2017	Poland	website	https://www.kpk.gov.pl/?event=the-next-generation-internet-workshop

Hackathon: Next Generation Internet Data Sprint	20.10.2018	Poland	website	https://www.wne.uw.edu.pl/pl/aktualnosci/nowosci-samorzadu-studentow/hackathon-next-generation-internet-data-sprint/
NGI Salon Warsaw	08.12.2017	Poland	website	https://www.kpk.gov.pl/?event=ngi-salon-warsaw
NGI at ICT2018	11.2018	EC website	website	https://ec.europa.eu/digital-single-market/en/news/re-think-internet-ngi-ict-2018

TABLE 7: NGI VISIBILITY IN TRADITIONAL MEDIA (OFF/ON-LINE)

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NGI ONLINE ADVERTISING CAMPAIGN

An online advertising campaign was launched between 27th November and 7th December 2018. The online media plan included three different channels: Twitter, Google Adwords and Facebook (which we tested for a short time frame with just one creative). The communication plan included different media outlets to allow an analysis of the impact generated by each of them for future further actions. The NGI portal Google Analytics helped us monitor the results and cross-check the data provided by the media outlets. The objective of the campaign was to extend the audience reach of the Next Generation Internet across Europe, with a focus on a specific target audience: adult, higher education, interest in technologies, research and innovation. The specific communication objective was to increase the number of visits to the NGI portal, incentivise the engagement in the NGI map and increase the number of followers of the NGI social media (Twitter, FB, Instagram). The total budget allocated was around 1,000 Euro.

A helicopter overview (see Figure 45) of the advertising impact on the website traffic shows an immediate increase of 20% in the traffic to the NGI portal, directly linked to the timing of the online promotional campaign. The peak was reached between the 2nd and the 7th of December, when most of the impressions were delivered. Over 2,000 new unique visitors (25% of total) in the same time frame were generated by the advertising effort. Moreover, it is worth noting that the male target is far more reactive to the NGI message across all the media planned (with an average of 70% of interactions). In terms of age, the most active target group between 25-34 years old, emphasizing how the younger generation are more interested in participatory internet initiatives. These are all interesting results, which allow us to presume we may definitively increase the NGI outreach impact with a more extensive, well planned and reiterated wave of communication campaigns and with a better understanding of the interest of the general audience in the NGI topics.
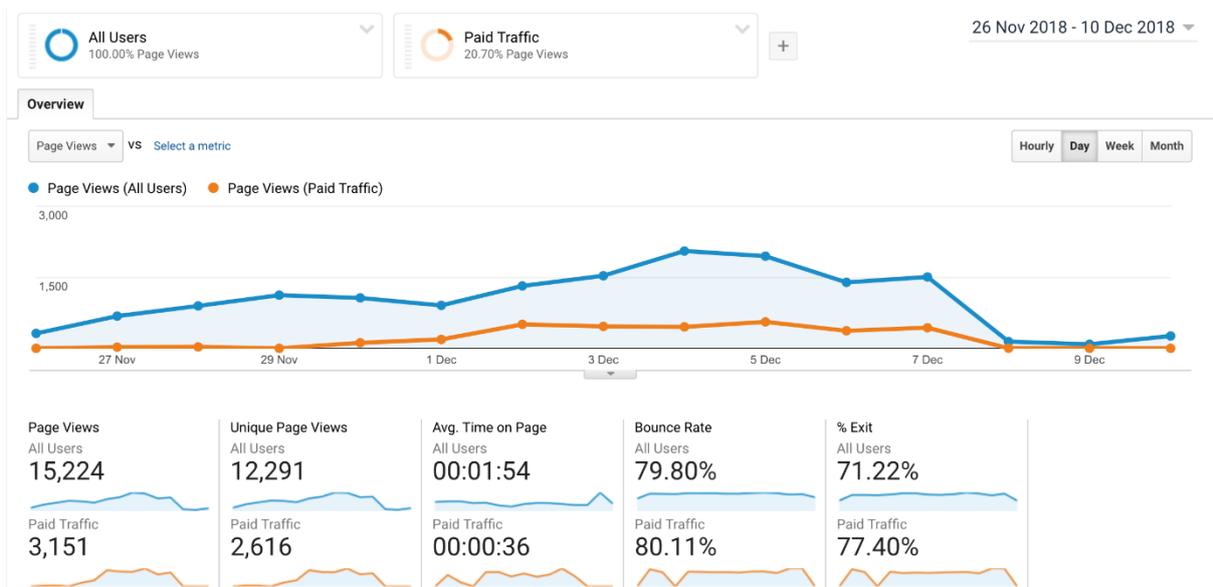

FIGURE 45: NGI WEBSITE – GOOGLE ANALYTICS - PAGE VIEWS – OVERVIEW

ADVERTISING CAMPAING ON TWITTER

The advertising campaign on Twitter lasted for two weeks, between November 27th and December 7th. The budget for this campaign of around 500 Euro totalled more than 700,000 impressions with an average CTR (Click Through Rate) of 14%, and a cost per click of 0,0007 Euro. In the general market, analytics give an average CTR for Twitter campaigns of 3%. Therefore, this means the campaign was really successful and the Twitter audience was particularly interested in the message NGI delivered. The campaign directed the audience to visit the NGI map online.
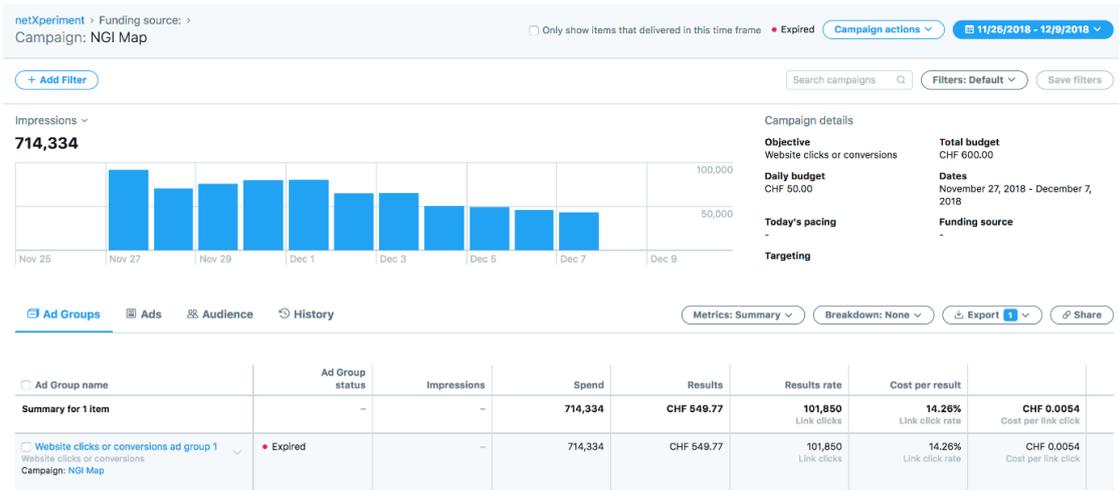

FIGURE 46: TWITTER CAMPAIGN – AD GROUPS

We planned 4 different creativities on Twitter with different messages and visuals (see Figure 47). The ad that ranked as the best performing was the one carrying a clear call to action to Join the Next Generation Internet, internet for humans with a CTR of over 15%.
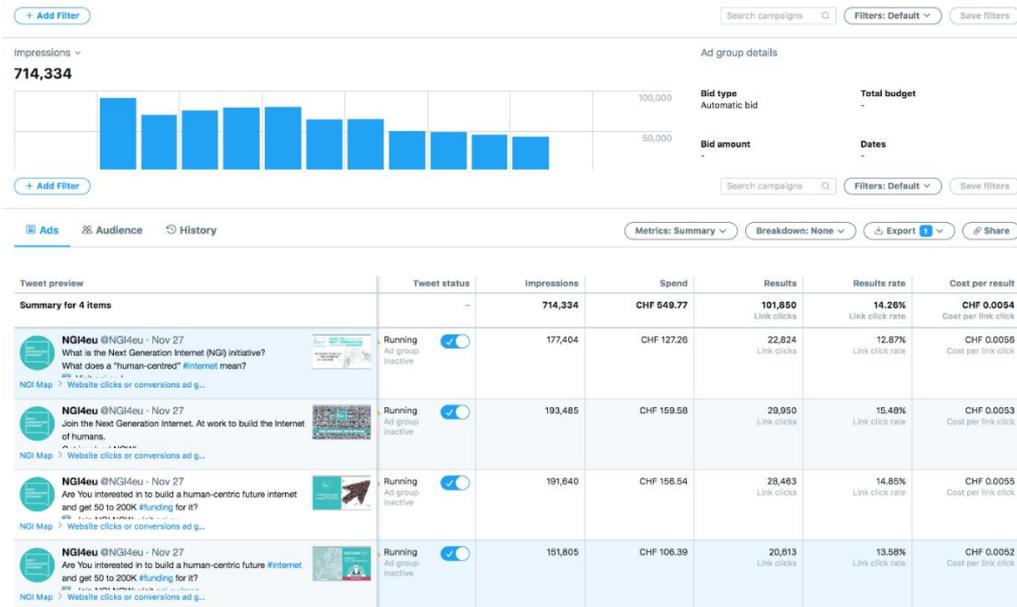

FIGURE 47: TWITTER CAMPAIGN – RESULTS PER CREATIVITY

The Twitter campaign reinforces the results in terms of gender, males are definitively more interested in the Next Generation Internet ads, with a CTR of 16% vs Female below 10%. The message is clearly less compelling to the female audience, and the reference to the public funding opportunities for the internet development does not seem to raise interest among women. This may also reflect the general spread of men vs. women in STEM roles across Europe.

All   Targeted   Also Reached

Gender	Impressions	Spend	Results	Results rate	Cost per result	
Total for ad group	**714,334**	**CHF 549.77**	**101,850** Link clicks	**14.26%** Link click rate	**CHF 0.0054** Cost per link click	
Unknown	177,737	CHF 152.25	28,099 Link clicks	15.81% Link click rate	CHF 0.0054 Cost per link click	
Male	335,853	CHF 284.66	54,140 Link clicks	16.12% Link click rate	CHF 0.0053 Cost per link click	
Female	200,744	CHF 112.17	19,611 Link clicks	9.77% Link click rate	CHF 0.0057 Cost per link click	

FIGURE 48: TWITTER CAMPAIGN – RESULTS PER GENDER

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GOOGLE ADS – SEARCH CAMPAIGN

The Google campaign ran in the same time frame, between 27th November and 7th December. The ad carried a clear call to action to join the NGI and a reference to funding opportunities. No visual is allowed on this media. We invested around 350 Euro, reaching over 150,000 impressions with a CTR of 2.34%, and a cost per click of 0.002 Euro. As per the advertising industry, a campaign on the search network above 2% can be considered a successful campaign, with some differentiators among industries. Nevertheless, these results show us a lower interaction through Google AdWords, compared to the Twitter campaign. And a higher cost per click. In terms of demographics, it confirms the predominance of males interacting (over 65% of clicks) and a substantial majority of young users (between 25-34 years).
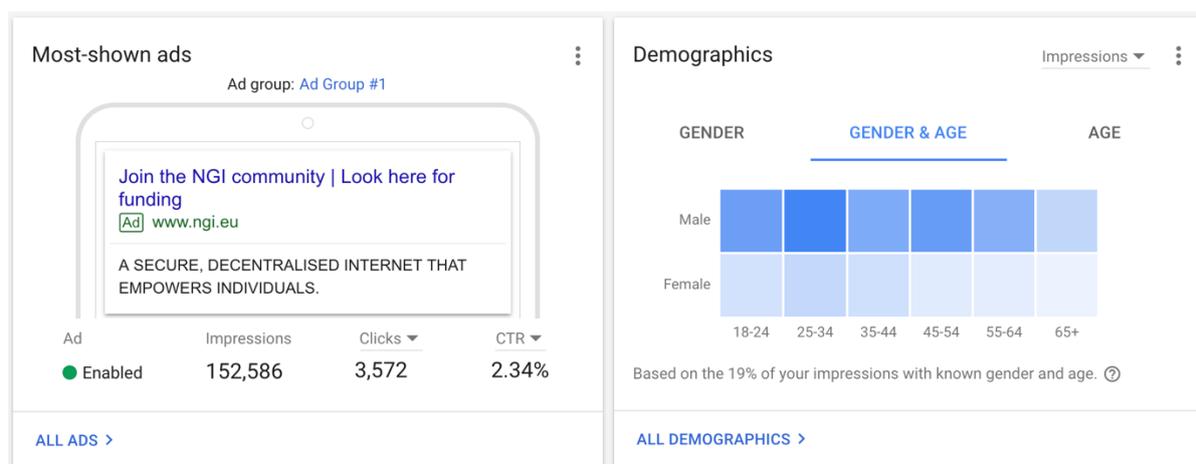

FIGURE 49: GOOGLE ADS - SEARCH CAMPAIGN – ADS AND DEMOGRAPHICS

It is interesting to notice that around 85% (see Figure 50), of the interactions were generated by mobile users, higher than the percentage of impressions delivered to mobiles. Meaning, the click through was higher on mobile devices. While tables are definitively residuals both in terms of reach and clicks.
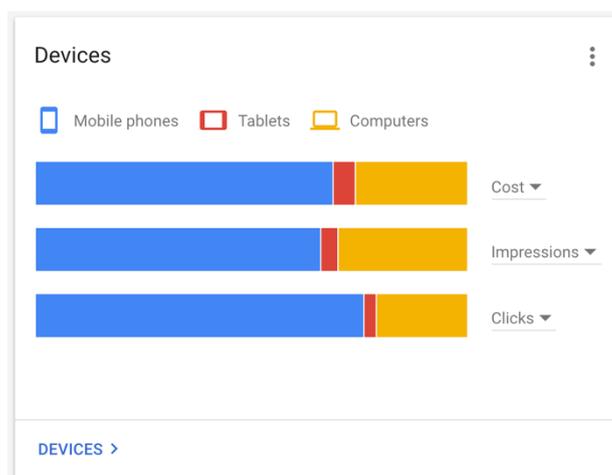
FIGURE 50: GOOGLE ADS - SEARCH CAMPAIGN – DEVICES

FACEBOOK – POST CAMPAIGN

The campaign on Facebook was limited in time and budget (only 50 Euro), to test the media and its audience. We directed the viewers to the YouTube channel to watch one of our video interviews. The total impressions were almost 11,000, the CTR 6% with a cost per click of 0,004 Euro. The engagement again showed a majority of young males (70%) being active.
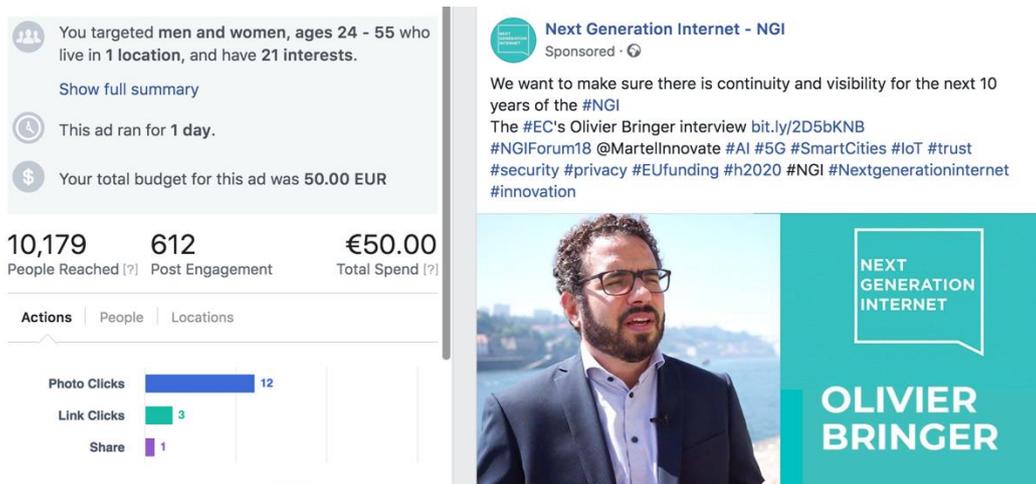

FIGURE 51: FACEBOOK POST AD
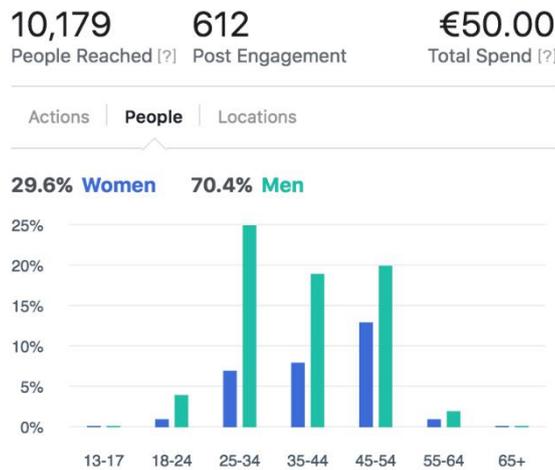
FIGURE 52: FACEBOOK AD – AGE AND SEX INTERACTION