



Grant Agreement No.: 825354
Call: H2020-ICT-2018-2020

Topic: ICT-24-2018-2019
Type of action: CSA



D4.2 NGI MEDIA DATABASE

Revision: v.1.0

Work package	WP4
Task	4.2
Due date	31/12/2019
Submission date	22/01/2020
Deliverable lead	Tipik
Version	1.0
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Abstract	This deliverable consists in a dedicated NGI media database composed of journalists from specialist and mainstream media active at pan-European level. Notice that the database will be continuously enriched.
Keywords	Media, Press, Communication, Next Generation Internet, Journalist, database, Dissemination

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

DEM: Demonstrator, pilot, prototype, plan designs

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

OTHER: Software, technical diagram, etc.



EXECUTIVE SUMMARY

The objective of the media strategy is to build a strong reputation and global visibility on the human-centric Internet debate, reinforcing the existing roster of stakeholders and gaining additional ones that will contribute to the development of a human Internet by creating the proper technological, political and socio-economic conditions. Via a combination of dedicated online and offline activities through a 360 degrees approach, the aim is to ensure increased impact for all NGI initiatives and broad outreach to people at large.

In this context, the media database is a key element for the outreach activities.

The goals of this document are therefore to:

- Explain the steps and methodology in developing the NGI Media database
- Present the media database
- Describe the next steps

This deliverable is organised as follows:

- Section 1 provides background information and methodology used to build the NGI media database
- Section 2 provides the NGI database in a table format
- Section 3 includes the next steps and objectives for year 2
- Section 4 concludes the document

Since NGI objectives, activities and targets are multiple, the typology of targeted media needs to be adapted to topics covered by the initiative (both at the European and national levels) and to national media realities. It is reflected in the media database.



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1 BACKGROUND INFORMATION AND METHODOLOGY

1.1 WHAT IS THE NGI MEDIA DATABASE

The NGI media database includes the key media contacts who would be interested in stories about the Next Generation Internet. These media contacts include journalists, reporters, bloggers, producers, freelance writers and editors across print, online, blogs, radio and television.

It is used for sending information and press releases about NGI story, events, activities and funding opportunities.

1.2 METHODOLOGY

1.2.1 Defining keywords, interests, audience

The definition of keywords, areas of interest and fields of activity was designed to closely map on to the core definition and scope of the Next Generation Internet initiative: the primary focus was to cover the H2020 ICT work programme 2018-2020 (WP2018-20) and the 8 calls covered by the « NGI Key Priority » and the areas they apply to, namely : Internet of Things, Artificial Intelligence, Future media, Interactive Technologies, Language technologies and inclusion.

Keyword searches via professional tools were therefore designed to «translate» call areas into areas covered by the online professional search tool. At times, the overlap between terms was complete: « Artificial Intelligence », for instance, was a specific area covered by the contact-mining software used.

In other cases, areas of interest in the contact database were selected based on how closely they matched NGI Call content : « Interactive Media », « Bluetooth », « Computer peripheral devices » and « Gadgets » were interest areas that most closely-matched the « Internet of Things » theme, for instance.

Focusing first on covering call-related content was specifically designed to reach an audience that would be potentially interested in taking part in calls and accessing funding available through NGI, thus giving contacts an extra incentive/concrete message to relay through their medium.

A second focus was then placed on broadening search areas based on the large-scale potential of NGI and future calls and development : given the extremely broad range of industries and research areas potentially impacted by NGI, a choice was made to narrow-down keywords, in order to produce a database that was still manageable, with the idea of contacting persons directly to fine-tune the database (a database that was too large in scope would have made this exercise impossible to achieve – see section 1.2.2, below).



In order to reach an audience that could feed in to the strategic, long-term aspects of NGI's development going forward, further keywords were added that covered broader areas of interest, including more « political » ones : « Europe », « Government contracting », « Internet Law », « Research », « Technology » to name a few.

Bearing in mind the approach detailed above, the following final keywords were used to create a first, broad version of the database:

- Artificial Intelligence
- Audio/Video Technology
- Blockchain
- Bluetooth
- Computer Infrastructure
- Computer Peripheral devices
- Computer-aided design
- Computer-aided engineering
- Computer-aided manufacturing
- Computers
- Consumer electronics
- Consumer electronics industry
- Disability and rehabilitation
- Distributed computing
- Europe
- Gadgets
- Government Contracting
- Information architecture
- Information design
- Information science
- Information Technology Industry
- Interactive Media
- Internet
- Internet of things
- Internet Law
- Intranets/Portals
- Media industry
- Multimedia computing
- Open hardware
- Operating Systems
- Research
- Robotics
- Scientific Research
- Tablets/mobile computing
- Technology
- Telecommunications/Electronic Communications
- Wireless computing

One further crucial aspect of our approach was creating lists of contacts based on the country they are based in: this allowed us to target our communication efforts more effectively, by translating content when necessary.

The use of language was of strategic importance, notably when dealing with countries where the NGI-related media landscape was either not sufficiently mature or in locations where issues such as Euroscepticism could hinder communication efforts. Translating into the national language often helped boost the reception of the message being communicated to a given contact.

Bearing the very broad scope of NGI and the large number of industries and research areas that could be impacted in the future, a great number of keywords could be used to expand and/or fine-tune the existing database in the future.



Areas such as « Green technology », « Design engineering », « Local government and politics », « Biomedical engineering » could all easily be added to boost the number of contacts going forward.

Another strategy envisaged is to group keywords based on the nature of the communication effort being carried out: for instance, if a call or event was centred around a particular theme, it would be possible to quickly generate a smaller, focused database that matches this area more closely than the large, more « general » database.

This will be the next steps for the year to come to broaden and extend the media database.

1.2.2 Research media outlets online and via Cision

Researching media outlets was a two-pronged effort, combining the use of professional media database tools (namely Cision) and coupling these searches with online examination of media outlets (both specialised and more general in scope) to pare-down the huge amounts of contacts generated at first and ensure there was a correct match between the names generated by the software and NGI's scope and priorities on the other.

First, each profile generated was pitted against their particular field of expertise: for instance, contacts generated via the inclusion of the "Europe" keyword included a large number of foreign correspondents who were specialised in strictly political matters (International finance or political relations between the EU and Russia, for instance). A first curation of the list could therefore be carried out solely based on these profiles, pruning the database to only keep the contacts that could maximise the impact of any communication effort led by the NGI Outreach Office.

Second, special attention was paid to the outlet a contact was working for: this meant visiting the outlet online and seeing if the content matched NGI themes and priorities. Sometimes the articles of a specific contact could be viewed to judge whether they covered topics that resonated with NGI's objectives. For instance, if an outlet focused solely on existing computer hardware and dedicated a large amount of content to video games, they would be considered a less suitable candidate for the database than a similarly-themed outlet that covered future technological developments or advertised events that dovetailed with NGI's scope (MyData, Slush, etc.)

Once both these refining efforts had been carried out a more manageable list was generated, which could then lead to direct phone contacts to help pinpoint exact areas of interest and the message-relaying potential of each profile. The organisation of the NGI Forum in Helsinki offered the perfect vehicle for contacting members of the database and adding or removing contacts in the list based on these conversations.

Mail delivery statuses were also a good way of removing contacts that were non-responsive or whose details were no longer accurate (see section 1.2.4, below).



1.2.3 Organising the data

Objective: to reach the right media contact depending on their interests

Lists of contacts currently exist in two forms: those generated and saved in the Cision software and the excel version of these lists extracted via Cision.

The excel sheets were not simply extracted: their content was reorganised to increase ease-of-use, with filters and a re-organising of the columns to make the search of contacts based on various criteria simpler and swifter.

We added personal contacts, research via desktop, and specific focus on Finland.

The data has been organised as follows:

- First Name
- Last Name
- Outlet Name
- Title
- Subjects
- Notes
- Profile
- Twitter handle
- Outlet UVPM
- Outlet Audience Reach
- Outlet Type
- E-mail
- Phone number
- Address
- Zip Code
- Contact Languages
- Outlet address
- Outlet City
- Outlet Zip code
- Outlet Country
- Outlet Website
- Outlet Profile
- Notes (section where results of contact and other details can be recorded)

The lists on Cision are also kept and updated when necessary (names removed or added based on fine-tuning efforts described in section 1.2.2, above).

1.2.4 Updating the database regularly

Following the initial fine-tuning efforts described in section 1.2.2 (above), the database was further updated in the run-up to the NGI Forum in Helsinki, where direct contact was established with persons on the list to gauge interest, boost participation and disseminate NGI information to their readers/viewers.

Another key update effort took place after the mass sending of the Press Release announcing the NGI Forum: an in-house software developed by Tipik was used to ensure these emails were not seen as spam by the recipients, while also tracking delivery and opening rates.

This allowed an update of the list to be performed based on mail delivery status, with delivery failures being investigated before being removed from the list when necessary.



As the NGI Outreach Office continues its communication efforts, notably in the lead-up to events (e.g. the next NGI Forum in 2020) but also following other events where NGI is represented (e.g. the IGF Forum 2019, where contacts were made on-site), the database can be updated.

As explained in section 1.2.1 (above), updates could also be carried out based on specific “ad-hoc” needs singled out by the European Commission’s NGI team: communication efforts could be carried out surrounding a specific call (or group of calls with a similar deadline) or a given theme based on the Commission’s priorities: the result of these more-focused, “bite-sized campaigns” would also feed into the general database and add new contacts (should these not yet be included for a given theme).

In the future, it is recommended to conduct any mass e-mailing efforts via Cision software, since the campaigning feature offers refined analytics which could also prove valuable when it comes to updating/modifying the database.



2 MEDIA DATABASE

See detailed list in Annex 1.



3 STAKEHOLDER'S DATABASE – HELSINKI

During the months leading to the NGI Forum 2019 in Helsinki, a stakeholders' database was created for the promotion of the NGI forum.

The following criteria's were used create the stakeholders database:

- Universities
- SME's and Start ups's in the ICT
- Research centers
- Researchers
- Other associations and networks

Those lists were personally contacted, with specific emails depending on their interest. This approach will be kept in the coming years.

See detailed list in Annex 2.



4 OBJECTIVES - YEAR 2

Given the conclusions reached in the Methodology section detailed above (namely sections 1.2.1 and 1.2.3), the second year should see the emergence of more specific, targeted lists of media contacts, based on key NGI-related themes.

The themes selected would serve two key objectives and would therefore be subdivided into two main groups:

- **Media-dissemination themes:** through these themes, a series of media contact lists would be generated with the aim of disseminating information that is more general in nature (press releases, profile-raising campaigns, boosting event participation) in order to spread key NGI-related messages and content in a more refined (and therefore more impactful) way than the global, general list
- **Call-driven themes:** these themes would serve as a basis to create a series of media contact lists revolving around actual content of Calls (H2020 ICT, NGI RIAs Open Calls etc) these could be drawn up rapidly to fit a call that has just been published or is about to be published to target potential future NGI project participants as well as specialised stakeholders who could relay the information to relevant recipients

With this theme-driven approach in mind, the lists would be constructed around the following subjects:

4.1 MEDIA-DISSEMINATION THEMES

An initial list of themes under this category would be the following: Artificial Intelligence, Blockchain, Data Privacy, Internet of Things, Mobile Telecoms, Interactive Media, Medical Technology, Network Computing, New Media, Accessibility, Innovative Small Businesses, Wireless Technology, Cloud Computing, Databases, 5G

4.2 CALL-DRIVEN THEMES

Depending on the Call being promoted, the list used will at times be identical to the one used for more general media-dissemination (if a call focuses on “Data Privacy” in a general sense, for instance, then the Data Privacy media-dissemination list would be used as vehicle for sending out information). Many NGI Calls (Ledger, Zero Discovery, Trust...) focus on general issues such as data privacy and could therefore benefit from having the more targeted approach offered through using the media-dissemination list, rather than the global list.

Call-driven thematic lists would be drawn up with a specific call in mind and would, therefore be “tailored”, in a sense. For instance, the NGI-related H2020 Call “ICT-57-2020” on “An empowering, inclusive Next Generation Internet” could have a bespoke, Call-driven list drawn up that brings together media contacts specialising in mobile applications, smartphones, disability and accessibility, while Call “ICT-56-2020” could have its own Call-driven list with media contacts specialising in 5G, Mobile Technology, Distributed Computing, Bluetooth and Wireless Technology, for instance.



5 GDPR

Tipik is committed to protecting the privacy of individuals. Tipik will always ensure that its data processing activities are in line with applicable data protection laws, including the EU General Data Protection Regulation 2016/679 and the Belgian Data Privacy Act of 8 December 1992 (FR/NL), as may be amended, restated and/or replaced from time to time.

The databases included in the deliverable are for information and reporting only and cannot be used by any third parties or European commission services. It cannot be shared nor uploaded in any online unsecured platform.

If you need to contact us for any reason (including to facilitate the exercise of any rights in relation to personal data in the context of NGI4ALL) please send your request to Tipik at 'info@tipik.eu' with marie-france.locus@tipik.eu in CC.



6 CONCLUSION

Following a first year of using the Cision tool, it has become apparent that Cision should be relied on more heavily going forward, notably for the dissemination act itself but also for analytics and reporting.

Efforts will be made to provide more powerful methods for tracking outreach of media campaigns and new methods are currently being examined by the NGI Outreach Office in order to be successfully deployed during Year 2.

The media database next year will include, on top of the global list, the different lists per thematic and per country.

NGI4ALL will also create the stakeholder's database for the next edition of the NGI Forum.



ANNEX 1

Contact First Name	Contact Last Name	Outlet Name	Contact Title	Contact Subjects	Contact Twitter Username	Outlet Unique Vi	Outlet Aud	Outlet Type	Contact Sys.	Contact Sys. Coun
Christof	Baumgartner	Computerwelt	Redakteur / Editor	Computer Hardware; Comp	worldofxos		15000	Magazine, trade/industry	Wien	Austria
Wolfgang	Franz	Computerwelt	Redakteur / Editor	Computers; Software Applications; Systems Management; Technology			15000	Magazine, trade/industry	Wien	Austria
Oliver	Weiss	Computerwelt	Chefredakteur & Herausgeber / E	Computer Hardware; Computers; Software Applications; Systems Managem			15000	Magazine, trade/industry	Wien	Austria
Alexander	Wolschann	Computerwelt	Redakteur / Editor	Computers; Industry News; Technology; Telecommunications/Electronic Co			15000	Magazine, trade/industry	Wien	Austria
Natasha	Zimmermann	COMPUTERWELT - computerwelt.a	Online-Redakteurin / Online Edit	Careers/Occupations; Computer Hardware; Computers; S		12942		Online, trade/industry	Wien	Austria
Hans-Peter	Siebenhaar	Handelsblatt - Redaktionsbüro Wie	Korrespondent	Economy/Economic Issues; Media Industry; Telecommunications/Electronic Communic				Newspaper	Wien	Austria
Gudrun	Lunacek	IoT4 Industry & Business	Redakteurin / Reporter	Databases; Technology	gudrunlunacek		13000	Magazine, trade/industry	Wien	Austria
Thomas	Lunacek	IoT4 Industry & Business	Herausgeber / Publisher	Databases; Information Technology Industry			13000	Magazine, trade/industry	Wien	Austria
Barbara	Sawka	IoT4 Industry & Business	Redakteurin	Databases; Information Technology Industry			13000	Magazine, trade/industry	Wien	Austria
Florian	Christof	Kurier (Austria) - Futurezone.at	Redakteur / Reporter	Technology	florianchristof	316818		Online, consumer	Wien	Austria
Patrick	Dax	Kurier (Austria) - Futurezone.at	Redakteur / Reporter	Information Technology Industry; Information/Content M		316818		Online, consumer	Wien	Austria
Martin	Stepanek	Kurier (Austria) - Futurezone.at	Redakteur	Technology		316818		Online, consumer	Wien	Austria
Barbara	Wimmer	Kurier (Austria) - Futurezone.at	Redakteurin / Reporter	Internet; Social Media; Systems Security		316818		Online, consumer	Wien	Austria
Robert	Prazak	Prazak, Robert	Freier Journalist / Freelance Jourr	Artificial Intelligence; Busine rprazak				Freelance Journalist	Mödling	Austria
Stefan	Kobald	TechnikPirat	Blogger & Mediendesigner / Blog	Computers; Multimedia Computing; Smartphones; Social		478		Blog, consumer	Klagenfurt	Austria
Paul	Fuxjaeger	Telecommunications Research Cen	Communication Networks Resear	Communications				Industry research organizati	Vienna	Austria
Wolrad	Rommel	Telecommunications Research Cen	CEO & Managing Director	Telecommunications/Electronic Communications				Industry research organizati	Vienna	Austria
Hendrik	Deckers	CIONET MAGAZINE	Director of Publication	Application Service Providers; Computer Hardware; Computers; Informatio			8000	Magazine, trade/industry	Mechelen	Belgium
Luc	Franco	CIONET MAGAZINE	Editor in Chief	Communications; Computer Luc_Franco			8000	Magazine, trade/industry	Mechelen	Belgium
Boris	Jancen	DIGIMEDIA	Editor	Antitrust; Communications; mcintosh2275		75675		Online, trade/industry	Bruxelles	Belgium
Camille	Mokeddem	DIGIMEDIA	Editor in Chief	Antitrust; Communications; Computers; Editorial Page; In		75675		Online, trade/industry	Bruxelles	Belgium
Mehreen	Khan	Financial Times - Belgium, Brussels	EU Correspondent	Auto Accessories/Aftermark mehreenkhn				Newspaper		Belgium
Robbin	Sacré	ictnews	Editorial Contact	Consulting Services; Enterprise Computing; Instructional		880		Online, trade/industry	Brussels	Belgium
Marc	Alagem	INFORMATICIEN.BE	Editor	Computer Hardware; Computer Merchandising; Compute		48634		Online, trade/industry	Nivelles	Belgium
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Peter	D'Hollander	COMPUTERTAAL	Editor in Chief	Computer Hardware; Comp	computertaal	52780		Online, consumer	Mechelen	Belgium
Frans	Godden	CXO MAGAZINE	Freelance	Computers; Consumer Videc frgodden			20000	Magazine, trade/industry	Bornem	Belgium
Bruno	Koninckx	CXO MAGAZINE	Editor	Computers; Information Technology Industry; Multimedia Computing; Soft			20000	Magazine, trade/industry	Bornem	Belgium
Pieterjan	Van Leemputten	DATA NEWS	Editor	Computers; Multimedia Con Pieterjanvl			20000	Magazine, trade/industry	Brussel	Belgium
Wim	Kopinga	Data News Online	Editor	Information Technology Indi wimkopinga		1889		Online, trade/industry	Brussel	Belgium
Kristof	Van der Stadt	Data News Online	Editor in chief	Company News & Appointm kristofvds		1889		Online, trade/industry	Brussels	Belgium
Pieterjan	Van Leemputten	Data News Online	Editor	Information Technology Indi Pieterjanvl		1889		Online, trade/industry	Brussel	Belgium
Luc	de Smet	ENGINEERINGNET.BE	Editor in Chief	Building/Facilities Management and Maintenance; Editorial Page; Energy; Ir			25000	Magazine, trade/industry	Dottignies	Belgium
Thomas	Bossuyt	ZDNet.be	Editor	Collaborative Computing; Computers; Internet		126425		Online, trade/industry	Turnhout	Belgium
Pieter-Jan	Claes	ZDNet.be	Editor	Collaborative Computing; Computers; Internet		126425		Online, trade/industry	Turnhout	Belgium
Jens	De Wit	ZDNet.be	Editor	Collaborative Computing; Cc jensyveszoon		126425		Online, trade/industry	Turnhout	Belgium
Rowald	Pruijn	ZDNet.be	Redacteur / Editor	General Assignment News; r rowaldp		126425		Online, trade/industry	Turnhout	Belgium
Nina	Van Hoof	ZDNet.be	Editor	Collaborative Computing; Cc vhnina		126425		Online, trade/industry	Turnhout	Belgium
Dorien	Vervoort	ZDNet.be	Editor	Collaborative Computing; Computers; Internet		126425		Online, trade/industry	Turnhout	Belgium
Virginia	Stamatova	CIO Magazine Bulgaria Online	Editor-in-Chief	Information Technology Industry; Technology		705		Online, trade/industry	Sofia	Bulgaria
Aleksandar	Glavchev	ComputerWorld Bulgaria	Editor	Information Technology Industry; PCs/Laptops; Technology			6500	Magazine, trade/industry	Sofia	Bulgaria
Vladimir	Vladkov	ComputerWorld Bulgaria	Editor-in-Chief	Computer Infrastructure; Technology; Telecommunications/Electronic Com			6500	Magazine, trade/industry	Sofia	Bulgaria
Vladimir	Vladkov	ComputerWorld Bulgaria Online	Editor-in-Chief	Computer Infrastructure; Information Technology Industr		122234		Online, trade/industry	Sofia	Bulgaria
Viktor	Djambov	HiComm	Editorial Director	Information Technology Indi VDzhambov			9500	Magazine, trade/industry	Sofia	Bulgaria
Virginia	Kirova	HiComm	Editor	Computer Hardware; Mobile Telecommunications; Science; Technology; Vic			9500	Magazine, trade/industry	Sofia	Bulgaria
Iliia	Temelkov	HiComm	Editor-in-Chief	Information Technology Indi soregashij			9500	Magazine, trade/industry	Sofia	Bulgaria
Tsvetomira	Pancheva	HiComm Online	Editor	Gadgets; Information Techn tsvetoliush		136775		Online, trade/industry	Sofia	Bulgaria
Lubomir	Dimitrov	IDC - International Data Corporatio	Research Analyst, Software	Enterprise Computing; Software Applications				Industry research organization		Bulgaria
Evelin	Stoev	IDC - International Data Corporatio	Senior Research Analyst, Systems	Computer Infrastructure; Computer Peripheral Devices; Printing; Systems Management				Industry research organization		Bulgaria
Marian	Slavov	IDG.bg	Editor-in-Chief	Computer Hardware; Mobile Telecommunications; Softw		23862		Online, trade/industry	Sofia	Bulgaria
Svetlin	Zhelev	Kaldata.com	Editor	Computer Hardware; Inform svetlinco		94487		Online, consumer	Sofia	Bulgaria
Tervel	Nyagolov	PC Magazine Bulgaria	Editor	Computers; Technology Terko			12000	Magazine, trade/industry	Sofia	Bulgaria
Vladimir	Vasiliev	PixelMedia.bg	Journalist	Information Technology Industry; Mobile Telecommunic		658		Online, consumer	Sofia	Bulgaria
Maria	Maltseva	TechNews.bg	Managing Editor	Gadgets; Green Technology; Information Technology Indi		44844		Online, consumer	Sofia	Bulgaria

Panis	Pieri	DisruptCyprus.com	Director	Entrepreneurs; Information	panispieri	12493	Online, trade/industry		Cyprus
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Pavlos	Xanthoulis	O Phileleftheros	EU Correspondent	Europe	pxanthoulis	17720	Newspaper	Nicosia	Cyprus
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Radan	Dolejš	Computerworld Czech Republic	Editor-in-Chief	Computer Hardware; Compu	ra_dol	9000	Magazine, consumer	Prague	Czech Republic
Radan	Dolejš	Computerworld Czech Republic On	Editor-in-Chief	Computer Hardware; Compu	ra_dol	51593	Online, consumer	Prague	Czech Republic
Stanislav	Janů	Connect!	Editor	Computers; Operating Systems; Software Applications; T		63107	Online, consumer	Brno	Czech Republic
Jan	Sadilek	ČTK - Czech News Agency	Reporter	Automotive Industry; Information Technology Industry; T		26636	Online, consumer	Prague	Czech Republic
Joshua	Budd	IDC - International Data Corporatio	Consulting Director, Telecoms & I	Business Consulting Services	jbuddjbudd		Industry research organizati	Prague	Czech Republic
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Jiří	Macich	Macich, Jiří	Freelance Journalist	Electronics; Information Tec	jirkaxxl		Freelance Journalist	Probořtov	Czech Republic
Jakub	Špaček	Professional Computing	Editor	Computer Hardware; Computer Merchandising; Software Applications		35000	Magazine, trade/industry	Prague	Czech Republic
Michala	Benešová	Reseller Magazine	Editor	Information Technology Industry; Technology		9400	Magazine, trade/industry	Prague	Czech Republic
František	Doupal	Reseller Magazine	Online Editor	Computer Merchandising; Informat	ion Technology Industry	9400	Magazine, trade/industry	Prague	Czech Republic
Léa	Steinacker	ada	Chief Innovation Officer	Electronics; Information Tec	leasteinacker	60000	Magazine, consumer	Dusseldorf	Germany
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Horst	Ellermann	CIO (Germany)	Publisher / Herausgeber	Business; Information Techn	iohorst	2246	Magazine, trade/industry	München	Germany
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Benedikt	Fuest	DIE WELT	Redakteur / Report	New Media	fanatictrx	161792	Newspaper	Berlin	Germany
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Catalin	Cimpanu	ZDNet	Security News Editor	Cloud Computing; Computer campuscodi	11857463	Online, consumer		Romania
Karin	Lindström	Computersweden.idg.se	Reporter	Computers; Software Applic: karinjindstrom	791231	Online, trade/industry	Stockholm	Sweden
Peter	Widén	Datormagazin	Innehållsplanerare	Computers; Internet; Mobile Telecommunications; Smartphones; Software	11100	Magazine, trade/industry	Stockholm	Sweden
Jan	Tångring	Elektroniktidningen	Reporter	Computers; Electronic Comp ETN_Jan	13500	Magazine, trade/industry	Stockholm	Sweden
Franz	Smidek	Franz Smidek	Frilansjournalist & Filmare	Automation; Computer-Aided Design; Computers; Multimedia Computing; Robotics; Sc Freelance Journalist			Saltsjöbader	Sweden
Martin	Edenström	Mkse.com	Chefredaktör	Computer Hardware; Computer Infrastructure; Informati	34390	Online, trade/industry	Stockholm	Sweden
Andreas	Galistel	Nordic Hardware	Chefredaktör	Computers; Education; Oper AndreasGalistel	125789	Online, trade/industry	Halmstad	Sweden
Simon	Campanello	Ny Teknik	Reporter	Computers; Electronics; Info simoncampanello	70000	Magazine, consumer	Stockholm	Sweden
Per	Danielson	Ny Teknik	Chefredaktör & Ansvarig utgivare	Artificial Intelligence; Electrc perdanielson	70000	Magazine, consumer	Stockholm	Sweden
Johan	Kristensson	Ny Teknik	Reporter	Automobiles; Information Technology Industry; Technology	70000	Magazine, consumer	Stockholm	Sweden
Ellinor	Molin	Ny Teknik	Reporter	Information Technology Industry; Technology	70000	Magazine, consumer	Stockholm	Sweden
Anna	Orring	Ny Teknik	Nyhetschef	Gadgets; Information Techn: annaorring	70000	Magazine, consumer	Stockholm	Sweden
Kalle	Wiklund	Ny Teknik	Reporter	Information Technology Indi kjwik	70000	Magazine, consumer	Stockholm	Sweden
Markus	Dahlberg	PC-tidningen	Redaktör	Audio/Video Technology; Computers; Electronic Components and Semicon	12500	Magazine, consumer		Sweden
Rasmus	Udsholt	PC-tidningen	Redaktionschef	PCs/Laptops; Technology	12500	Magazine, consumer		Sweden
Martin	Johansson	Robotnyheter	Bloggare	Artificial Intelligence; Robotics	5695	Blog, consumer		Sweden
Lars	Dobos	TechWorld	Reporter	Computers; Information Technology Industry; Internet; Si	341816	Online, trade/industry	Stockholm	Sweden
Kalle	Anrell	Telekom idag	Chefredaktör	Mobile Telecommunications ti_anrell	10700	Magazine, trade/industry	Johannesho	Sweden
Niclas	Johansson	VRSverige.se - Immersivt	VD & Chefredaktör	Digital Graphics and Imaging; Information Technology Industry; Software Applications		Online, consumer	Stockholm	Sweden
Agata	Rakovec Kurent	Delo - Nedelo	Editor	Culture; Slovenia; Travel		Supplement (International)	Ljubljana	Slovenia
Jure	Forstneric	Monitor	Head of Laboratory/Journalist	Computer Hardware; Computers; Information Technology Industry; Softwai	10070	Magazine, trade/industry	Ljubljana	Slovenia
Matjaz	Klancar	Monitor	Editor-in-Chief	Computers; Information Technology Industry; Technology	10070	Magazine, trade/industry	Ljubljana	Slovenia
Vojislav	Bercko	Večer	Journalist	Foreign Affairs; Politics; Publ vojislavbercko	65000	Newspaper	Maribor	Slovenia
Martin	Drobny	PC Revue	Editor-in-Chief	Artificial Intelligence; Internet; Robotics; Technology	19000	Magazine, trade/industry	Bratislava	Slovakia
Luboslav	Lacko	PC Revue	Editor	Operating Systems; Operatir lubolacko	19000	Magazine, trade/industry	Bratislava	Slovakia
Jana	Matejíčková	PC Revue	Editor	Information Technology Industry; Technology	19000	Magazine, trade/industry	Bratislava	Slovakia
Fran-ti-šek	Ur-ban	PC Revue	Editor	Computer Hardware; Gadgets; Information Technology Industry; Operating	19000	Magazine, trade/industry	Bratislava	Slovakia
Peter	Vnuk	PC Revue	Editor	Artificial Intelligence; Computer Hardware; Information Technology Industr	19000	Magazine, trade/industry	Bratislava	Slovakia
Richard	Pliešovský	TECHBOX.sk	Writer	Artificial Intelligence; Computers; Robotics	76884	Online, consumer	Bratislava	Slovakia
Juraj	Procházka	TECHBOX.sk	Writer	Technology; Telecommunications/Electronic Communica	76884	Online, consumer	Bratislava	Slovakia
František	Urban	TOUCHIT Online	Editor	Computer Hardware; Gadgets; Operating Systems; Softwa	44066	Online, consumer	Bratislava	Slovakia
Ján	Koliba	Živé.sk	Journalist	User Security Issues j_koliba	1324861	Online, consumer	Bratislava	Slovakia
Lukáš	Kosno	Živé.sk	Reporter	Software Applications; User Security Issues	1324861	Online, consumer	Bratislava	Slovakia
Ján	Trangel	Živé.sk	Deputy Editor	Mobile Telecommunications; Smartphones; Tablets/Mob	1324861	Online, consumer	Bratislava	Slovakia
Steven	Broadhead	Computer Weekly - Networks Gene	Blogger	Apple Products (iPod, iPhone, iPad); Computers; Databas	41	Blog, consumer	London	United Kingdom
Joe	Pinkstone	Daily Mail	Reporter	Computers; Internet; Scienci joepinkstone	1166500	Newspaper	London	United Kingdom
Katherine	Rushton	Daily Mail	Media and Technology Editor	Advertising; Audio/Video Te kerushton	1166500	Newspaper	London	United Kingdom
Sophie	Curtis	Daily Mirror	Science and Technology Editor	Audio/Video Technology; Au scurtsy	474055	Newspaper	London	United Kingdom
Trevor	Davies	Daily Mirror	Sub Editor / Technology Writer	Audio/Video Technology; Au trevadavies	474055	Newspaper	London	United Kingdom
Tim	Bradshaw	Financial Times	Global Technology Correspondent	Auto Accessories/Aftermark tim	169127	Newspaper	London	United Kingdom
Malcolm	Moore	Financial Times	Technology News Editor	Auto Accessories/Aftermark malcolmmoore	169127	Newspaper	London	United Kingdom
Chris	Nuttall	Financial Times	Assistant Tech News Editor	Auto Accessories/Aftermark chrisnuttall	169127	Newspaper	London	United Kingdom
Rochelle	Toplensky	Financial Times	EU Correspondent	Auto Accessories/Aftermark rtoplensky	169127	Newspaper	London	United Kingdom
Martin	Coulter	Financial Times - Technology, Medi	Technology Reporter	Computers; Databases; Elect martinjbcoulter		Newspaper	London	United Kingdom

Madhumita Enis	Murgia Abazovic	Financial Times - Technology, Medi fudzilla	European Technology Correspondent	Auto Accessories/Aftermarket	madhumita29	442886	Newspaper	London	United Kingdom
Mark Tom	Ballard Atkinson	Public Sector IT Tech Trends	Investigative Journalist	Apple Products (iPod, iPhone)	markjballard	41	Blog, consumer	London	United Kingdom
Alice Natasha	Bonasio Bernal	Tech Trends Daily Telegraph, The	Editor-in-Chief / Freelance Journalist	Computers; Databases; Elect	alicebonasio	146	Blog, consumer		United States
Hannah Hasan	Boland Chowdhury	Daily Telegraph, The	Technology Reporter	Electronics	tashabernal	310586	Newspaper	London	United Kingdom
James Laurence	Cook Dodds	Daily Telegraph, The	Special Correspondent	Audio/Video Technology; Au	hannaheboland	310586	Newspaper	London	United Kingdom
Matthew Margi	Field Murphy	Daily Telegraph, The	Technology Reporter	Automobiles; Aviation; Aviat	_hasanc	310586	Newspaper	London	United Kingdom
Robin Olivia	Pagnamenta Rudgard	Daily Telegraph, The	Head of Technology	Audio/Video Technology; Au	jamesliamcook	310586	Newspaper	London	United Kingdom
Ellie Tim	Zolfagharifard Cross	Daily Telegraph, The	Technology Reporter	Audio/Video Technology; Au	lfodds	310586	Newspaper	London	United Kingdom
Paul Guy	Markillie Clapperton	Economist, The	Science and Technology Correspondent	Audio/Video Technology; Au	matthfield	310586	Newspaper	London	United Kingdom
Jay Sue	McGregor Tabbitt	Innovation Editor	Innovation Editor	Auto Accessories/Aftermarket	Industry; Computers; Databases; Electronics;	267264	Magazine, consumer	London	United Kingdom
Robin David	McKie	Guardian, The	Editor / Founder / Freelance Journalist	Accounting; Application Serv	guyclapperton	130496	Newspaper	London	United Kingdom
David Parmy	Benady Olson	Guardian, The	Freelance Tech Journalist	Apple Products (iPod, iPhone)	_jaymcgregor	130496	Newspaper	London	United Kingdom
		Observer, The	Freelance Journalist	Business; Computers; Datab	suetabbitt	130496	Newspaper		United Kingdom
		Times - Freelancers, The	Science Editor / Contributor	Audio/Video Technology; Au	robinmckie	159780	Newspaper	London	United Kingdom
		Wall Street Journal - London Bureau	Freelance Journalist and Copywriter	Computers; Databases; Elect	davidbenady		Newspaper		United Kingdom
			Staff Reporter	Artificial Intelligence; Roboti	parmy	1005410	Newspaper	London	United Kingdom

ANNEX 2

Stakeholders	Last name	First name	Function	E-mail adress	Link to contact details on the web	Comments (sector, subject of research, interests etc)
University of Helsinki	TOIVONEN	Hannu	Professor	hannu.toivonen@helsinki.fi	https://www.helsinki.fi/en/researchgroups/computational-creativity-and-data-mining/hannu-toivonen	Professor of Computer Science at the Department of Computer Science of the University of Helsinki Leader of the Discovery Research Group Computational Creativity and Data Mining
University of Turku	LEPPÄNEN	Ville	Head of Department, Professor	ville.leppanen@utu.fi	https://www.utu.fi/en/people/ville-leppanen	Head of Department of Future Technologies. Software Engineering
University of Helsinki	JÄRVISALO	Matti	Associate Professor of Computer Science	matti.jarvisalo@helsinki.fi	https://www.cs.helsinki.fi/u/mjarvisa/	Leader of the Constraint Reasoning and Optimisation Group at the University of Helsinki
University of Jyväskylä	NEITTAANMÄKI	Pekka	Professor	pekka.neittaanmaki@jyu.fi	https://www.jyu.fi/it/fi/tiedekunta/henkilosto/henkilosto/neittaanmaki-pekka	Scientific Computing, Cyber, AI and Digital Service Platforms at The University of Jyväskylä's Faculty of Information Technology
Aalto University	LIMNÉLL	Jarno	Professor	jarno.limnell@aalto.fi	https://people.aalto.fi/jarno.limnell#contact	Professor of Practice, Cyber Security Department of Communications and Networking
University of Jyväskylä	LEHTO	Martti	Professor	martti.j.lehto@jyu.fi	https://www.jyu.fi/it/fi/tiedekunta/henkilosto/henkilosto/lehto-martti	Cyber security, Faculty of information technology
University of Jyväskylä	MOILANEN	Panu	Senior lecturer	panu.moilanen@jyu.fi	https://www.jyu.fi/it/fi/tiedekunta/henkilosto/henkilosto/moilanen-panu	I research the use of technologies in everyday life. I am also interested in the role of technologies as a part of comprehensive security of societies
Aalto University	PENTTINEN	Esko	Professor	esko.penttinen@aalto.fi	https://people.aalto.fi/pdf/esko_penttinen.pdf	Professor of Practice, Information Systems Science
Aalto University	ASOKAN	N.	Professor	n.asokan@aalto.fi	https://people.aalto.fi/n.asokan#contact	Systems security
University of Helsinki	NIEMI	Valtteri	Professor	valtteri.niemi@cs.helsinki.fi	https://researchportal.helsinki.fi/en/persons/valtteri-niemi	Department of Computer Science Helsinki Institute for Information Technology Doctoral Programme in Computer Science
University of Jyväskylä	SIPONEN	Mikko	Professor/Vice Dean	mikko.t.siponen@jyu.fi	https://www.jyu.fi/it/fi/tiedekunta/henkilosto/henkilosto/siponen-mikko	Information Systems Science, Information Security Management (ISM)
University of Jyväskylä	TERZIYAN	Vagan	Professor	vagan.terziyan@jyu.fi	https://www.jyu.fi/it/fi/tiedekunta/henkilosto/henkilosto/terziyan-vagan	Web Intelligence and Service Engineering (WISE)

University of Oulu	LATVA-AHO	Matti	Professor	matti.latva-aho (at) oulu.fi	https://www.oulu.fi/university/researcher/matti-latva-aho	Academy Professor, Professor of Communications Engineering, one of the world's top researchers in wireless radio data communications, research interests: 5G and beyond mobile systems
Åbo Akademi University	LILIUS	Johan	Professor	johan.lilius@abo.fi	http://research.abo.fi/converis/portal/Person/494919?auxfun=&lang=en_GB	Information technology, Computer engineering
University of Lapland	LAAKKONEN	Mika-Petri	Associate Professor	mika-petri.laakkonen@ulapland.fi	https://lacris.ulapland.fi/en/persons/mikapetri-laakkonen/a6b1aba1-e12a-4da4-b8e6-df9ef48ad0e8).html	Administrative science. Computer and information sciences Visiting professor at the University of Sorbonne (Paris).
LUT School of Engineering Science	DAHANAYAKE	Ajantha	Professor in Data Management	ajantha.dahanayake@lut.fi	https://www.lut.fi/web/en/cooperation-and-services/for-the-media/lut-experts#data-science	Data intensive software systems Digital Transformation and digital platforms Big Data management and digital solutions Software systems and applications Conceptual modeling and Modeling theory
LUT School of Engineering Science	SMOLANDER	Kari	Professor of Software Engineering	kari.smolander@lut.fi	https://www.lut.fi/web/en/cooperation-and-services/for-the-media/lut-experts#data-science	Software and systems development Digital platforms and platform business Digitalization and digital transformation Software business Customized information
LUT School of Engineering Science	KÄLVIÄINEN	Heikki	Professor of Computer Science and Engineering	heikki.kalviainen@lut.fi	https://www.lut.fi/web/en/cooperation-and-services/for-the-media/lut-experts#data-science	Machine vision and pattern recognition Digital image processing and image analysis Industrial machine vision applications Medical image processing Machine learning, data mining and big data
LUT School of Engineering Science	PORRAS	Jari	Professor of Software Technology	jari.porras@lut.fi	https://www.lut.fi/web/en/cooperation-and-services/for-the-media/lut-experts#data-science	ICT and sustainable development Digital transformation and datafication Software solutions based on big and open data Communications technologies and mobile applications Educational development
University of Vaasa	KUUSNIEMI	Heidi	Director of the Digital Economy platform	heidi.kuusniemi@univaasa.fi	https://www.univaasa.fi/en/profile/?view=1893613	Director of the multi-disciplinary research platform Digital Economy at the University of Vaasa as well as a part-time research professor in satellite navigation at the Finnish Geospatial Research Institute of the National Land Survey of Finland. Research interests include sensors, IoT, positioning, wireless telecommunications, digital technologies, autonomous transport, cyber security and the digital economy. Adjunct Professor in satellite navigation at Tampere University of Technology and Aalto University in Finland.
JAMK University of Applied Sciences	RAISKINMÄKI	Pasi	Director	pasi.raiskinmaki@jamk.fi	https://www.jamk.fi/en/Education/ICT/	JAMK provides study programmes in ICT
The Helsinki Doctoral Education Network in Information and Communications Technology (HICT)	MYLLYMÄKI	Petri	HICT Director, Professor	hict-admin(at)hiit.fi	http://www.hict.fi/about	The Helsinki Doctoral Education Network in Information and Communications Technology (HICT) is a collaborative doctoral education network hosted jointly by Aalto University and the University of Helsinki.

Stakeholders	Last name	First name	Function	E-mail address	Link to contact details on the web	Comments (sector, subject of research, interests etc)
Tampereen teknillinen lukio			Head Teacher		https://www.tampere.fi/varhaiskasvatus-ja-koulutus/lukiokoulutus/tampereen-teknillinen-lukio.html	Upper secondary school specialised in mathematics and technology in Tampere. Website temporarily not functioning
Helsinki School of Mathematics	VANHANEN	Maija	Head Teacher	maija.vanhanen@mayk.fi	https://www.mayk.fi/tietoa-meista/yhteystiedot/	Upper secondary school specialised in mathematics.
Kerttulin ICT-lukio	LAINE	Tapio	Head Teacher	tapio.laine@turku.fi	https://www.ictlukio.com/yhteystiedot	Upper secondary school specialised in ICT in Turku. Works in collaboration with the University of Turku (ICT department). See the contact info for teachers specialised in ICT on the contact website.
Helsingin Suomalainen Yhteiskoulu	TIITTA	Sari	Head Teacher	syk@syk.fi , sari.tiitta@syk.fi	https://www.syk.fi/yhteystiedot#S%C3%A4hk%C3%B6posti	Helsingin Suomalainen Yhteiskoulu (SYK) is an independent coeducational day school founded in 1886. The IB-section was created in 1990. The school prepares its students either for the national matriculation exam or the International Baccalaureate Diploma, both of which give student general university entry qualification. All staff are experienced and qualified teachers with university degrees and/or teaching certificates.
Munkkiniemen yhteiskoulu	HOLOPAINEN	Aki	Head Teacher	aki.holopainen@munkka.fi myk@munkka.fi	https://www.munkka.fi/munkka/yhteystiedot/	Secondary and upper secondary school in Helsinki. Specialisation courses in mathematics and science.
Ressun lukio	HUOVINEN	Ari	Head Teacher	ari.huovinen@hel.fi	https://www.hel.fi/ressul/fi/yhteystiedot/	Upper secondary school in Helsinki.
Etu-Töölön lukio	HONKAHEIMO	Marja	Head Teacher	marja.honkaheimo@hel.fi	https://www.hel.fi/tyly/fi/yhteystiedot/	Upper secondary school in Helsinki.
Helsingin yliopiston Viikin Normaalikoulu	LAHTERO	Tapio	Leading Head Teacher	tapio.lahtero@helsinki.fi	https://www.helsinki.fi/fi/harjoittelukoulut/helsingin-yliopiston-viikin-normaalikoulu/tutustu-meihin/viikin-normaalikoulun-yhteystiedot	The Viikki Teacher Training School of the University of Helsinki is a school community that consists of comprehensive and general upper secondary schools, with learners from preschoolers to upper secondary school students and student teachers.
Oulunkylän yhteiskoulun lukio	LINDSTRÖM	Mirva	Head Teacher	mirva.lindstrom@oulunkylanyhteiskoulu.fi	https://oulunkylanyhteiskoulu.fi/oyk/yhteystiedot/	Upper secondary school in Helsinki.
Apollon yhteiskoulun lukio	ETELÄMÄKI	Hilla	Head Teacher	hilla.etelamaki@ayk.fi	https://apollonyhteiskoulu.fi/yhteystiedot/henkilokunta.html	Upper secondary school in Helsinki.
Gymnasiet Lärkan	WESTERLUND	Magnus	Head Teacher	magnus.westerlund@hel.fi	https://www.hel.fi/larkan/sv/yhteystiedot/	Swedish-speaking upper secondary school in Helsinki
Etelä-Tapiolan lukio	KIVIOJA	Juha	Head Teacher	juha.kivioja@espoo.fi	https://www.espoo.fi/fi-FI/Kasvatus_ja_opetus/Lukiokoulutus/Espoon_lukiot/EtelaTapiolan_lukio#contactInfo	Upper secondary school in Espoo
Otaniemen lukio	LUOMA-MATTILA	Sinikka	Head Teacher	sinikka.luoma@espoo.fi	https://otaniemenlukio.fi/yhteystiedot/	Upper secondary school in Espoo specialised in science and mathematics

Tikkurilan lukio	RANKI	Ari	Head Teacher	ari.ranki@vantaa.fi	https://sivistysvantaa.fi/tikkurilanlukio/artikkelit/esittely/yhteystiedot/hallinto.html	Upper secondary school in Vantaa
Kauniaisten lukio	AHLHOLM	Ilpo	Head Teacher	kauniaistenlukio@kauniainen.fi	http://www.kauniaistenlukio.fi/yhteystiedot	Upper secondary school in Kauniainen
Elias-koulu	PERTTOLA-YLINAMPA	Kirsi	Head Teacher	rehtori@eliaskoulu.fi; toimisto@eliaskoulu.fi	https://eliaskoulu.fi/yhteystiedot/	Upper secondary school in Helsinki
The English School	VUORINEN KIISKINEN	Petri Seija	Director (Petri Vuorinen), Acting principal Seija Kiiskinen	petri.vuorinen@engs.fi; seija.kiiskinen@engs.fi	https://www.engs.fi/contacts	English-speaking upper secondary school
European school of Helsinki	SIIMES	Kristiina	Kristiina Siimes	kristiina.siimes@esh.fi	https://www.eshelsinki.com/contacts-1	European school of Helsinki
International school of Helsinki				mainoffice@ishelsinki.fi	https://www.ishelsinki.fi/apply-to-ish/contact-us	International school of Helsinki
Helsingin normaalilyseo	KOSKIMIES-SIRÉN	Tuula	Head Teacher	tuula.koskimies-siren@helsinki.fi	https://www.helsinki.fi/fi/harjoittelukoulut/helsingin-normaalilyseo/tutustu-meihin/normaalilyseon-yhteystiedot	Upper secondary school in Helsinki
Helsingin ranskalais-suomalainen koulu (Lycée franco-finlandais d'Helsinki)	KIVINEN	Kari	Head Teacher	kari.kivinen@hrsk.fi	https://hrsk.fi/yhteystiedot/henkilosto/	Lycee francophone à Helsinki
Helsingin Rudolf Steiner -koulu	TUOMINEN	Esa	Head Teacher	kanslia.helsinki@rudolfsteinerkoulu.fi	https://rudolfsteinerkoulu.fi/yhteystiedot/	Rudolf Steiner school in Helsinki
Deutsche Schule Helsinki	WITTMANN	Stefan	School coordinator	dsh@dsh.fi; stefan.wittmann@dsh.fi	https://www.dsh.fi/fi/yhteystiedot/yhteystiedot	German-speaking school in Finland
Helsingin Uusi yhteiskoulu (HUYK)	HIRVONEN	Katri	Head Teacher	katri.hirvonen@uyk.fi	https://www.uyk.fi/Yhteystiedot/	Upper secondary school in Helsinki
Helsingin yhteislyseo	SUTINEN	Jussi	Head Teacher	hyl@hyl.fi; kanslia@hyl.fi	http://hyl.edu.hel.fi/wp/?page_id=20	Upper secondary school in Helsinki
Alppilan lukio	KALMARI	Susanna	Head Teacher	susanna.kalmari@hel.fi	https://www.hel.fi/alppi/fi/yhteystiedot/	Upper secondary school in Helsinki
Kallion lukio	MÄKINEN	Ari	Head Teacher	ari.j.makinen@hel.fi	https://www.hel.fi/kallii/fi/yhteystiedot/	Upper secondary school in Helsinki

Helsingin kielilukio	MANNER	Sanna	Head Teacher	sanna.manner@hel.fi	https://www.hel.fi/kielilu/fi/yhteystiedot/	Upper secondary school in Helsinki, specialised in languages
Helsingin kuvataidelukio	ARO-KUUSKOSKI	Tarja	Head Teacher	tarja.aro-kuuskoski@hel.fi	https://www.hel.fi/kuvat/fi/yhteystiedot/	Upper secondary school in Helsinki, specialised in arts
Helsingin luonnontiedelukio	HARTIKKA	Timo	Head Teacher	timo.hartikka@hel.fi	https://www.hel.fi/heltiedelu/fi/yhteystiedot/	Upper secondary school in Helsinki, specialised in science
Helsingin medialukio	HYVÖNEN	Ukkopekka	Head Teacher	ukkopekka.hyvonen@hel.fi	https://www.hel.fi/melu/fi/yhteystiedot/	Upper secondary school in Helsinki, specialised in media studies
Mäkelänrinteen lukio	VIHERVÄ	Vesa	Head Teacher	vesa.viherva@hel.fi	https://www.hel.fi/mrl/fi/yhteystiedot/	Upper secondary school in Helsinki, specialised in sports
Vuosaaren lukio	PAJU	Marko	Head Teacher	marko.paju@hel.fi	https://www.hel.fi/vuolu/fi/yhteystiedot/	Upper secondary school in Helsinki
Sibelius-lukio	RANTALA	Hannu	Head Teacher	hannu.rantala@hel.fi	https://www.hel.fi/sibel/fi/yhteystiedot/	Upper secondary school in Helsinki, specialised in music
Töölön yhteiskoulun lukio	MAJAKANGAS	Pirkko	Head Teacher	kanslia@tyk.fi	https://www.tyk.fi/yhteiskoulu/tietoa/yhteystiedot/	Upper secondary school in Helsinki
Suomalais-venäläinen koulu	VÄISÄNEN	Tuula	Head Teacher	tuula.vaisanen@svk-edu.fi; svk-kanslia@svk-edu.fi	https://www.svk-edu.fi/tietoa-svksta/yhteystiedot/	Finnish-Russian school in Helsinki
Pohjois-Haagan yhteiskoulu	RAJA	Tuomas	Head Teacher	phyk@phyk.fi; tuomas.raja@phyk.fi	https://www.phyk.fi/yhteystiedot/	Upper secondary school in Helsinki, specialised in sports
Lauttasaaren yhteiskoulu	HOLTHOER	Tarja	Head Teacher	tarja.holtoer@lauttasaarenyhteiskoulu.fi	https://lauttasaarenyhteiskoulu.fi/yhteystiedot/	Upper secondary school in Helsinki
Kulosaaren yhteiskoulu	HALLA	Lauri	Head Teacher	lauri.halla@ksyk.fi	https://www.ksyk.fi/yhteystiedot/	Upper secondary school in Helsinki
Herttoniemen yhteiskoulu	KALLIO	Johanna	Head Teacher	johanna.kallio.@heryk.fi; kanslia@heryk.fi	https://www.heryk.fi/course/view.php?id=3	Upper secondary school in Helsinki

Stakeholders	Last name	First name	Function	E-mail adress	Link to contact details on the web	Comments (sector, subject of research, interests etc)
Attractive.ai				hello@attractive.ai	https://attractive.ai/team#	Attractive.ai's virtual UX expert analyses websites and makes improvement suggestions. The algorithms are based on user experience and usability research.
Utopia Analytics	HUUSKONEN	Janne	Media Inquiries	janne.huuskonen@utopiaanalytics.com	https://utopiaanalytics.com/contact/	AI moderator services, AI Consulting, AI Text Analytics Platform
Aiven	SAARENMAA	Oskari	Chief Executive Officer	os@aiven.io	https://aiven.io/about/#about-contact	A start-up that provides fully-hosted and managed cloud database and messaging products
Addsearch	ALA-ILKKA	Antti	Founder & CEO	antti@addsearch.com	https://www.addsearch.com/contact-us/	Search engine optimisation products and analytics
ICEYE	MODRZEWSKI	Rafal	CEO, Co-Founder	press@iceye.fi	https://www.iceye.com/lp/contact-us;press@iceye.fi	Global Satellite Monitoring. Develops SAR microsatellite for earth observation application including remote sensing imagery and access to SAR (synthetic aperture radar) data. The company also provides artificial intelligence-based analytics solutions.
Verto Analytics	VERKASALO	Hannu	CEO and Founder	marketing@vertoanalytics.com	https://www.linkedin.com/in/hannuverkasalo	provides cloud-based media measurement services with a focus on syndicated research and analytics
GetJenny	KINOS	Teemu	CEO & Co-Founder	pr@getjenny.com	https://www.getjenny.com/about-getjenny	GetJenny is using AI to help make the whole customer service experience better by allowing companies to set up their own personal customer service chatbot without technical expertise. The chatbot is available in over 30 languages and has been proven to be 2.5 times more efficient than the industry standard.
Happeo					https://www.happeo.com/contact-us	An intranet, enterprise social network, and collaboration platform to engage, inform and connect your global workforce.
Speechgrinder	HEIKINHEIMO	Hannes	CTO, co-founder	hello@speechgrinder.com	https://www.speechgrinder.com/contact-us/	APIs for developing next generation voice UIs in apps and websites
Nosto				marketing@nosto.com	https://www.nosto.com/contact/	AI-powered Ecommerce Intelligence Engine has been developed and refined over the past 7 years by a team of engineers, data scientists and PhDs.
Small Giant Games	SOININEN	Timo	CEO	contact@smallgiantgames.com	https://www.smallgiantgames.com/#contact	Gaming company founded in 2013. A crew of top players in game development, software engineering and graphic design.
Nordcloud	MÄKINEN	Jussi	Country Manager	jussi.makinen@nordcloud.com	https://nordcloud.com/contact/	Cloud services. A leader in public cloud infrastructure solutions and cloud native application services.
Huoleti	SAVIN	Carita	CEO, Co-Founder	carita@huoleti.fi info@huoleti.fi	https://www.huoleti.com/	It's a mobile app for ill, troubled or worried and their loved ones to find others, to ask for and receive help and share experiences easily. App originally developed for cancer patients to ask and get everyday help and peer support.

Silo AI	SARLIN	Peter	Chief Executive Officer	info@siloi.ai	https://siloi.ai/contact/	Largest private Artificial intelligence lab in the Nordics creating human-in-the-loop AI for clients globally.
SensorFU	KENTTÄLÄ	Mikko	CEO	contact@sensorfu.com	https://www.sensorfu.com/	SensorFu Ltd manufactures and sells advanced automatic security policy checks. SensorFu's first product, SensorFu Beacon, assures the isolation of computer networks.
Codescoop	DEL OLMO	Virginia	CEO, Co-Founder	hello@codescoop.com	https://codescoop.com/about	Codescoop's mission is to reduce software complexity and improve software quality by giving companies data-driven insights into their ever-evolving stacks. Codescoop provides analytics and visualizations about a company's code, both OSS and proprietary. Facilitating development teams in making data driven decision about code selection and usage. This to help accelerate time to market, increase R&D efficiency, drive down technical debt and analyze OSS programs.
Visuon	TANSKANEN	Jarmo	CEO and Founder	support@visuon.com	https://visuon.com/s/	Visuon provides a visual training tool using 360° Virtual Reality technology. Visual solutions provide engaging and fun experiences for end users. Gamified, interactive content will help increase a better understanding of your company's procedures and products.
Hubble	NURMI	Jani	CEO	jani.nurmi@hubble.fi	https://hubble.fi/#tekoalpalvelut	Hubble's mission is to make technology more human. Provides AI services among others.
Tecinspire	KIVIOJA	Teemu	CEO	teemu.kivioja@tecinspire.com	https://www.tecinspire.com/en/	Expert in utility apps, IoT, cloud & healthcare standards.
Vaisto	AITTOMÄKI	Ville	CEO	ville.aittomaki@vaisto.io	https://vaisto.io/contact-information-page/	Vaisto focuses on smart connected vehicles and machines & advanced manufacturing; the manufacturers as well as their supply chain. Their ambition is to help customers develop winning products and experiences leveraging a data-driven approach and machine intelligence.
Top Data Science				info@topdatascience.com	https://topdatascience.com/about/	Top Data Science is a data science company focusing on AI powered Computer Vision, Machine Learning and Analytics technologies and development services for corporate customers and technology companies.
Collective Crunch	LIPPONEN	Jarkko	CPO, Managing Director	info@collectivecrunch.com	http://www.collectivecrunch.com/contact/	CollectiveCrunch is a leader in AI for the forestry industry. We 'collect' climate, geo and process data to 'crunch' this information for deeper insights and prediction. Our Linda Forest product brings a step-change in prediction accuracy of forest inventories.
Fiksu Ruoka	JÄRVENSIVU	Juhani	CEO	juhani.jarvensivu@fiksuruoka.fi	https://www.fiksuruoka.fi/page/3/tietoa-yrityksesta	Fiksuruoka.fi is a Finnish startup that challenges traditional grocery market by selling surplus batches of food with large discounts in web store. The products are shipped all around Finland and the main goal is to reduce food waste that originates from mistakes in demand forecasting, changes in packages or short best before dates. Visionary business model combined with high expertise in digital marketing, growth hacking, procurement optimisation and service design have been keys for rapid growth.
Bear it	KARHU	Teemu	CEO	teemu.karhu@bearit.fi	https://bearit.fi/contact/	Consulting and Resourcing Services, Cloud services, web and mobile development, Geofencing and tracking, digital healthcare services.
Part Time Monkey				contact@parttimemonkey.com		Part Time Monkey is a Finnish indie games company founded in August 2015. We create casual games of all kinds and have fun while doing so. With 15+ published titles and over 50M downloads in 4 years, Part Time Monkey is completely self-reliant and has no outside funding.
Zaibatsu Interactive	PERTTOLA	Jussi	CEO		https://zaibatsu.fi/contact/	Game development, front-end development, application development
Hatch				contact@playhatch.com	https://playhatch.com/contact/	Hatch is an online game streaming platform that enables users to play, watch, and share games. Hatch is the cloud gaming service built for the always on, always connected 5G world,

Aito.ai				hello@aito.ai		Aito.ai is a predictive database for developers who value quick time to market. Aito replaces the current machine learning tools that have a steep learning curve and generate single-purpose models.
Teatime	SALLI	Sakari	CEO	sakari.salli@teatimeresearch.com	http://teatimeresearch.com/#contact	Teatime Research is a virtual and augmented reality studio with a passion for emerging technologies. Delivers products and services for virtual and augmented reality. Our strength lies in special know-how and expertise in user experience design.
Kapu Toys				hello@littlestargames.com ; support@littlestargames.com	https://www.kaputoys.com/support-fi.php	Kapu Toys is the digital toy box filled with smiles! We create digital toys for iPad, iPhone and Android devices.
Futurice	VALTASOLA	Riku	Managing Director	riku.valtasola@futurice.com	https://www.futurice.com/office/helsinki	We help our clients unleash innovation through digital product design and build, emerging technology, agile software development and lean organisational change. -Unleash the potential of Artificial Intelligence in your industry -Create next gen. experiences with Machine Learning and Data Science -Boost your processes with Augmented and Virtual Reality -Create real end user value with well-designed IoT solutions and Cloud Technology
Curious AI	VALPOLA	Harri	CEO	info@cai.fi	https://thecuriousai.com/	Curious AI builds easy to use tools for intelligent automation. Our AI solutions offer immediate savings over existing IT systems and processes. And the new intelligence unlocks completely new business opportunities for your organisation.
Ultimate.ai				contact@ultimate.ai	https://www.ultimate.ai/	Customer service AI products. Self-learning customer service bots that learn from agent behaviours.
Mvision	HASAN	Mahmudul	CEO and Founder	info@mvision.ai	https://mvision.ai/contact/	Artificial Intelligence in Medical Imaging. Mvision's automatic segmentation and contouring software use breakthrough deep learning technology to power its artificial intelligence (AI) algorithms. Mvision's AI team has an extensive background in building AI models and a commitment to using this technology to improve health care systems and patient outcomes.
3DBear	LEHTONEN	Kristo	CEO	kristo@3dbear.fi	https://www.3dbear.io/contact	Edtech company - Augmented reality, 3D printing for kids. 3DBear is operating at the cross section of 3D-printing, pedagogy and gamification.

Stakeholders	Last name	First name	Function	E-mail adress	Link to contact details on the web	Comments (sector, subject of research, interests etc)
VTT Technical Research Centre of Finland				info@vtt.fi	https://www.vttresearch.com/contact-info	State owned and controlled non-profit limited liability company, providing research and innovation services and information. Carries out research on e.g. Digital society and smart industry.
Helsinki-Aalto Center for Information Security (HAIC)				haic@aalto.fi	https://haic.fi/about/	HAIC is a strategic initiative set up by Aalto University and the University of Helsinki in June 2016 to ensure excellence in information security research and education.
Infotech Oulu	SAARAKKALA	Simo	Scientific Director, Professor	simo.saarakkala@oulu.fi	https://www.oulu.fi/infotech/contacts	Infotech Oulu consists of research groups carrying out research in various fields of modern information technology for developing and validating e.g. digital technologies, wireless sensors and networks, AI, machine vision and electronics for various application areas.
COMET (Tampere Research Centre for Journalism, Media and Communication)	VALASKIVI	Katja	Research Director	katja.valaskivi@tuni.fi	https://research.uta.fi/comet-en/contact/	Research Centre COMET combines practical orientation with an ambitious theoretical approach to the field of journalism, media and communication research since its founding in 1996. COMET is located at the Faculty of Information Technology and Communication Sciences (ITC) at Tampere University in Finland.
Tampere Research Center for Information and Media (TRIM)	VITELI	Jarmo	Director	jarmo.viteli@uta.fi	http://www.uta.fi/sis/trim/contact/index.html	The research strategy in TRIM focuses on the essential research challenges of the information society and aims at producing information that is widely applicable both in developing new information systems or experience based interactive media products and in understanding better the behaviour of the people working with information and media.
Finland Futures Research Centre (FFRC)	KASKINEN	Juha	Director	juha.kaskinen@utu.fi	https://www.utu.fi/en/university/turku-school-of-economics/finland-futures-research-centre/personnel	Finland Futures Research Centre (FFRC) is one of the few university departments devoted to futures research in the world. Jointly founded by three universities in Turku in 1992, the FFRC is a department within the Turku School of Economics at the University of Turku, Finland.
Nokia Center for Advanced Research (NCAR)	TARKOMA	Sasu	Director Professor	sasutarkoma@cs.helsinki.fi	https://www.cs.helsinki.fi/u/starkoma/	Director of the Nokia Center for Advanced Research. Sasu Tarkoma is also a professor at the Department of Computer Science at the University of Helsinki
Helsinki institute for Information Technology				hiit-info@hiit.fi		Helsinki Institute for Information Technology HIIT is a joint research institute of Aalto University and the University of Helsinki for basic and applied research on information technology.
Finnish Center for Artificial Intelligence (FCAI)	KASKI	Samuel	Director of FCAI	samuel.kaski@aalto.fi	https://people.aalto.fi/samuel.kaski#contact	FCAI is a nation-wide competence center for Artificial Intelligence in Finland, initiated by Aalto University, University of Helsinki, and VTT Technical Research Centre of Finland.
JYVSECTEC	KARJALAINEN	Mika	Director	mika.karjalainen@jamk.fi	https://jyvsectec.fi/contact/	JYVSECTEC - Jyväskylä Security Technology is the leading independent cyber security research, development, and training center in Finland. We operate as a part of JAMK University of Applied Science's Institute of Information Technology which guarantees us a multidisciplinary network of experts at our disposal. Our areas of expertise include cyber security, incident response, emerging technologies, and IT technologies.
CSC	LUNDAHL	Nina	Senior Communications Officer	nina.lundahl@csc.fi	https://www.csc.fi/for-media	CSC – IT Center for Science is a Finnish center of expertise in information technology owned by the Finnish state and higher education institutions. We provide internationally high-quality ICT expert services for higher education institutions, research institutes, culture, public administration and enterprises to help them thrive and benefit society at large.

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Aalto University	AUTIOSALO	Juuso	Project leader of the Digi Twin project and Doctoral Candidate	juuso.autiosalo@aalto.fi	https://research.aalto.fi/en/persons/juuso-autiosalo(cc5a3766-59e7-4288-ac75-e4af2af2352).html	The DigiTwin project develops digital twin into a concrete concept that can be used to boost businesses.
University of Jyväskylä	PÖYHTÄRI	Reeta	Postdoctoral researcher	REETA.M.POYHTARI@JYU.FI	https://www.jyu.fi/hytk/fi/laitokset/kivi/henkilosto/henkilosto/poyhtari-reeta	Media researcher. Research interests: hate speech and freedom of speech.
University of Helsinki	LAAKSONEN	Salla-Maaria	PhD researcher	salla.laaksonen@helsinki.fi	https://researchportal.helsinki.fi/fi/persons/salla-maaria-laaksonen	PhD Researcher working in the field of Media and Communication Studies and Consumer Studies in the University of Helsinki, Finland. Her research interests are widely connected to digital environments and organizations, and to the role of digital communication technologies in the society.
University of Helsinki	NELIMARKKA	Matti	University lecturer	matti.nelimarkka@helsinki.fi	https://researchportal.helsinki.fi/en/persons/matti-nelimarkka	PhD in computer science and MA in social science. Teaches computer science, computational social science, member of the Digital Content Communities research group.
University of Lapland	NAYAK	Anuradha	PhD Candidate, Doctoral Researcher	anurandha.nayak@ulapland.fi	https://lacriss.ulapland.fi/en/persons/anuradha-nayak(5997336f-a0ba-487c-8949-0ebe7c85d794).html	Legal researcher with AI as a special interest.
University of Turku	POHJANKUKKA	Jonne	Senior Researcher	jjepoh@utu.fi	https://research.utu.fi/converis/portal/Person/1097017	Senior Researcher at the Department of Future Technologies Computer science, data analysis, machine learning.
University of Helsinki	YANGARBER	Roman	University researcher	Roman.Yangarber@cs.helsinki.fi	https://www.cs.helsinki.fi/en/people/Yangarbe	Leader of Computational Linguistics Research Group (applications in digital humanities and social sciences).
University of Helsinki	MATHIOUDAKIS	Michael	Assistant professor	michael.mathioudakis@helsinki.fi	https://michalis.co/	Assistant Professor at the University of Helsinki and Chair for Algorithmic Data Science at the Helsinki Centre for Digital Humanities (HELDIG).
University of Helsinki	PUOLAMÄKI	Kai	Associate Professor	kai.puolamaki@helsinki.fi	http://kaip.iki.fi/contact.html	I am Associate Professor at the Department of Computer Science in University of Helsinki. I am affiliated with Institute for Atmospheric and Earth System Research (INAR) and I am a Vice Director of Helsinki Institute for Information Technology HIIT. I have a PhD in theoretical physics and I hold a title of docent in information and computer science.
University of Helsinki	UKKONEN	Antti	Academy Research Fellow	antti.ukkonen@helsinki.fi	http://www.anttiukkonen.com/main/	Academy Research Fellow at the Department of Computer Science, University of Helsinki. Serves as the PI in two projects funded by Academy of Finland: *Data Science for the Masses (2017 - 2022) *Automated trolling and fake news generation in future social media (2019 - 2022) Research interests: applications of machine learning in the context of natural language processing / understanding.
University of Lapland	RASI	Päivi	Associate Professor	paivi.rasi@ulapland.fi	https://lacriss.ulapland.fi/fi/persons/paivi-rasi(12033463-32b3-4dd6-be97-25b91044f2f2).html	Associate Professor of Education, especially collaborative learning and learning environments, at the University of Lapland, Finland. Research interests: Media education, media literacy education, Media literacy, multiliteracy, digital competence. Older people's digital competence, internet use and nonuse. Media education for older people. Video, ICTs and digital media in teaching and learning. Online learning, e-learning, mobile learning, blended learning. Higher education pedagogy, especially problem-based learning (PBL).
University of Turku	VAISTE	Juho	Doctoral student	juho.vaiste@utu.fi	https://www.utu.fi/en/people/juho-vaiste	Ethics of artificial intelligence, technological responsibility, ethical agency of developers
Turku university of applied sciences	AHONEN	Jarmo	PhD. Principal Lecturer, Research group leader	jarmo.ahonen@turkuamk.fi	http://www.tuas.fi/en/research-and-development/research-groups/digital-transformation-and-new-business-models/	Research group: Digital Transformation and New Business Models

Turku university of applied sciences	PAAVOLA	Jarkko	Dr of Science in Tech, Principal Lecturer, Research Group Leader	jarkko.paavola@turkuamk.fi	http://www.tuas.fi/en/research-and-development/research-groups/telecommunications-and-information-security/	Research group: Telecommunications and Information Security
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Rajapinta (research community focused on digital social sciences)	LAAKSONEN	Salla-Maaria	Chairperson	chair@rajapinta.co	https://rajapinta.co/association/	Rajapinta is a scientific association that advocates the social scientific study of ICT and ICT applications to social research in Finland. The association was founded in January 2017.
F-secure	HYPPÖNEN	Mikko	Chief research officer	mikko.hypponen@f-secure.com	https://mikko.hypponen.com/contact.html	World-wide authority on computer security and privacy issues. Expert in computer security, columnist, member of Computer Antivirus Researcher's Organisation
F-secure	KOIVUNEN	Erka	Chief Information Security Officer		https://www.linkedin.com/in/ekoivune/?originalSubdomain=fi	Chief Information Security Officer at F-Secure Corporation
Slush				hello@slush.org	https://www.slush.org/contact/	Leading Startup Event on 21-22 November. Slush is the focal point for startups and tech talent to meet with top-tier international investors, executives and media. In 2018, Slush gathered 20,000 attendees, 3,100 startups and 1,800 investors from over 130 countries for the two-day event in Helsinki. (Would be interesting to have them advertise the NGI Forum or collaborate as the target audience is very much the same, check out their social media accounts!)
Hive Helsinki	YLÄNKÖ	Oona	CEO	media@hive.fi	https://www.hive.fi/en/people	Hive Helsinki is a new kind of coding school (based on the Ecole 42 concept) that preps you to launch your future-proof career through collaborative, project-based learning. No previous coding experience is required. No tuitions. Financed by Supercell and other Finnish companies.
Finnish Information Security Cluster	REMES	Juha	Executive Director	juha.remes@flashtec.fi		Finnish Information Security Cluster is an organization established in 2012 by major Finnish information security companies to promote their business and operations in national and international context.
Technology industries of Finland	AARNIO	Antti	Authorised representative of the Foundation, Managing Director	antti.aarnio@teknologiateollisuus.fi	https://teknologiateollisuus.fi/en/contact/personnel	A lobbying organisation for technology industry companies
The European Centre of Excellence for Countering Hybrid Threats	TAMPERE	Päivi	Head of Communications	paivi.tampere@hybridcoe.fi		Hybrid CoE is an international hub for practitioners and experts. We aim to assist member states and institutions in understanding and defending against hybrid threats. The host country of the Secretariat is Finland.
Finland's AI accelerator (FAIA)	TÖRNROTH	Alexander		alexander.tornroth@techind.fi	https://faia.fi/	Finland's Artificial Intelligence Accelerator (FAIA) helps Finnish organisations deploy artificial intelligence (AI).
Allied ICT Finland (AIF)	PIRTTIAHO	Pasi	Communications Manager	pasi.pirttiaho@alliedict.fi	https://alliedict.fi/contact/	Allied ICT Finland (AIF) is a collaboration network of Finnish ICT research institutes and their cities, national ecosystems both applying and enabling ICT, thousands of researchers and more than 1200 companies.
Turku AI society				info@aisociety.fi	https://aisociety.fi/en/contact-us	Turku AI Society is connecting researchers and students of AI impacts. The aim is to bring together people who are interested in the theoretical discourses on the societal, ethical and economic impacts of AI.
Iris AI	RITOLA	Maria	Co-founder, Public speaker	maria@iris.ai	https://iris.ai/team/#Connect	Co-founder of Iris.ai and Project Aiur, public speaker (machine learning, open data etc)