



GA no:	780271
Action full title:	NGI move - Ecosystem building blocks for the Next Generation Internet movement
Call/Topic:	ICT-41-2017 Next Generation Internet
Type of action:	Coordination and Support Action (CSA)
Starting date of action:	01.10.2017
Project duration:	18 months
Project end date:	31.03.2019
Deliverable number:	D4.1
Deliverable title:	NGI Move Communication Strategy
Document version:	1.0
WP number:	WP4
Lead beneficiary:	UD
Main author(s):	Manfred Aigner, Björn Münnich
Internal reviewers:	Mirko Presser
Type of deliverable:	Report
Dissemination level:	Public
Delivery date from Annex 1:	M6
Actual delivery date:	1.4.2018 + 30 days

This deliverable is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 780271

Change History

Date	Change description	Responsible	New version
31.1.2018	Initial Version, Skeleton	MAigner, BMuennich	
23.3.2018	Development	BMuennich	0.2
28.3.2018	Further Elaboration, pre-final	MAigner, BMuennich	0.8
5.4.2018	Inputs to section 9	MPresser	0.9
12.4.2018	Finalization V1.0	MAigner, BMuennich	1.0

Reviewer

Reviewer	Version	Date
MPresser	0.9	5.4.2018

Executive Summary

This document complements the InterCSA communication strategy with the aspects relevant for NGI Move. The first version of guiding principles was developed to lead the work performed by the CSA partners. The results of this cooperative effort (Mission, Vision) is documented in section 4. In later sections the report serves as documentation of the ongoing work, with a strong focus on brand design. The activities in the Inter-CSA Communication Strategy Task force are considered part of WP 4.1 (e.g. NGI Move was successfully leading this task-force during the initiation phase of the CSAs) is not considered part of this report, but the results of these actions are visible in the Annex B of this document as they were developed by all CSA of the NGI Initiative. Three versions of this document are planned throughout the lifetime of NGI Move, this represents the 1st version.

NGI MOVE CONSORTIUM



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council



Abbreviations

CommS TF	Communication Strategy Task Force of NGI Initiative
D X.X	Deliverable WP.Nr
EC	European Commission
IGF	Internet Governance Forum
InterCSA	Group of all running NGI CSAs (also referred to as “sister CSAs”)
MWC	Mobile World Congress, Mobile World Capital (Partner of CSA)
NGI	Next Generation Internet
NGO	Non-Governmental Organisation
WP	Work Package
WT	Work Task
4YFN	4 Years from Now – Start-up Ecosystem of MWC

Contents

1	Purpose of Document	6
2	Preliminaries and NGI Framework	6
3	Defined Objectives and Guidelines of NGI Move	6
4	NGI Move Guiding principles	7
4.1	NGI Move Vision	7
4.2	NGI Move Mission	7
4.3	NGI Move Strategy	7
5	Target groups and Stakeholders	7
6	Instruments	8
7	NGI Online Channels	8
7.1	Common channels	8
7.2	NGI Move channels	9
8	Identity and Branding	9
8.1	NGI Move activities for NGI Branding	9
8.2	NGI Awards Identity and Branding	9
9	NGI Initiative Activities of NGI Move	9
10	Annex A: Developed Materials	11
11	Annex B – Inter CSA Communication Strategy	27

1 Purpose of Document

This document defines the vision and mission of the NGI Move project. Main objectives are to create a vibrant project identity in alignment with the NGI initiative in general and amplifying buzz in the NGI ecosystem. It outlines stakeholders, defines touchpoints with this stakeholders and ensures to build motivational instruments and actions throughout the project. Furthermore NGI Move seeks useful cooperation with EC and other project partners to maximise impact for the NGI Initiative.

This communication strategy complements an InterCSA communication strategy which was developed in cooperation with all NGI “sister CSAs”. Find document attached in the annex.

2 Preliminaries and NGI Framework

All CSAs were based on independent development of project plans and ideas during the proposal phase and contract preparation. With project start the EC requested strong cooperation between the projects to create a joint NGI Initiative. Built on existing actions and instruments from NGI Study and Hub4NGI common channels (e.g. www.ngi.eu, TW: @NGI4eu, FB and more) for communication were established. To fulfil the purpose of each specific agreement additional channels are opened when useful for specific topics and stakeholders.

3 Defined Objectives and Guidelines of NGI Move

In the annex we defined objectives for the CSA.

- Objective 1: To co-create mechanisms for continuous scouting of new innovators
- Objective 2: To co-create content formats to build consensus on NGI technical building-blocks fuelled by European Values
- Objective 3: To do research in the crucible of development
- Objective 4: To promote a coherent, cohesive and dynamic notion of a European Next Generation Internet ecosystem

For this communication strategy we focus on Objective 4:

The annex also defines the guidelines of the movement as part of the NGI brand definition process:

1. The European NGI movement will be open and inclusive to all actors and stakeholders.
2. The European NGI movement will be driven by European values.
3. The European NGI movement will be using principles including lean and fail-forward to accelerate its innovation potential.
4. The European NGI movement will be cross- and transdisciplinary in its nature.
5. The European NGI movement will be non-discriminatory on the basis of sexual orientation, gender identity or expression.

4 NGI Move Guiding principles

Defining guiding principles is a process that will last throughout the lifetime of the CSA. After the start-up phase we agreed on following version:

4.1 NGI Move Vision

Creating a broad and sustainable NGI community, representing diverse stakeholder groups from Europe's society with the common goal to contribute to the development of a better/new/future internet for humans.

4.2 NGI Move Mission

We engage new stakeholders and motivate them to contribute to the NGI community.

We bring leading people and influencer with different backgrounds together to spark discussions on all levels.

We help to create platforms for informed decision shaping and identify the relevant topics of the future.

We create visibility for excellence and amplify the outcome of fruitful interactions by creating buzz via various channels.

We spot influencers from stakeholder groups who are not yet involved and amplify their voice/message.

We actively engage in diverse European regions and connect people across the European Union and beyond.

4.3 NGI Move Strategy

Identify important stakeholders / influencer communities and use their channels to get the NGI message spread and people engaged.

Engage intensively with multipliers so that they transfer the message to the identified stakeholders (e.g. use 4YFN to win start-ups, use teacher education programs to reach students).

Create physical spaces and real life meetings for exchange between persons/decisions makers with different backgrounds (Salons, Meetups).

Collect, edit and prepare outcomes of Salons and Meet-ups accordingly and take care of maximum dissemination.

Organise NGI Awards as recurring and visible flagship project to motivate excellent people and organisations to get involved in NGI Initiative.

5 Target groups and Stakeholders

Within the InterCSA-activity a Task Force works on a stakeholder map. NGI Move takes a leading role in this taskforce by active participation of our Coordinator (Mirko Presser)

NGI Move specifically targets following groups:

- Decision makers

- Start ups
- Research Community
- Education through lecturers and teachers
- NGOs and public organizations
- Artists and cultural influencers

6 Instruments

NGI Move applies various instruments to reach the defined objectives. Future versions of this document may extend this list of instruments

Salons: Limited to 30 high potentials the NGI Salons bear a huge value proposition for profound content and great impact. An important effect on overall impact of the salons is the created buzz on social media channels (twitter, LinkedIn etc.) after each event.

Co-creation Workshops: These open workshops produce actionable prototypes, demos, debate, paper, etc. to build the ecosystem foregrounding the processes, mechanisms and social instruments.

Meet-ups: In or around high profile events or stand alone for special topics these open discussions are inviting and engaging for new stakeholders.

Key-notes and Talks: Important internet events and industry get-together (MWC, 4YFN) provide the perfect stage to spread the NGI message.

Event Booths: (IGF, 4YFN, etc.) Direct contact and exchange with interested people and stakeholder groups covering all relevant topics and spark discussions.

Webinars: Web based support for applicants to open calls and promotion of open calls and activities (awards, consultation etc.).

Social Media: Engage people in useful conversations and push live coverage from events.

NGI Awards: Presentation launch on 4YFN, website, folder for winning sponsors, booth presentation on 4YFN

NGI expert pool: Group of experts actively supporting NGI Move with their specific expertise.

A concrete mapping of instruments and target groups is planned for future versions of this document.

7 NGI Online Channels

7.1 Common channels

Decision made in Comms TF to fill social media channels together. Common control for all CSAs, decision in InterCSA Calls.

- Website www.ngi.eu (url owned by NGI move)
- Twitter [Channel @NGI4eu](https://twitter.com/NGI4eu)
- Youtube [NEXT GENERATION INTERNET](https://www.youtube.com/channel/UC...)
- Facebook [@NGI4eu](https://www.facebook.com/NGI4eu)
- Instagram [@ngi4eu](https://www.instagram.com/ngi4eu)
- NGI Newsletters
- LinkedIn [Group](https://www.linkedin.com/group...) (13k followers brought in and maintained by NGI Move / RD)

7.2 NGI Move channels

- NGI Awards Web awards.ngi.eu
- NGI Awards Twitter: registered @NGIAwards, @ngi_awards but it is not yet decided if we are going to use them actively.
- 4YFN Web and Newsletters

8 Identity and Branding

8.1 NGI Move activities for NGI Branding

Brand development based on the available items (logo, typo, colours) in direction “Internet for humans”. Our goal is to sharpen the European aspect in the branding. We plan to use this branding of NGI to create various items and materials like

- Key Visual
- Flags / Rollups
- Twitter banners
- Give-Aways (Camera Shield & etc)
- Booth design IGF including Vision Poster & Flyer
- Salon and Meet-up appearance (events, reports, videos etc.)
- Templates, new and derivations of existing (word, ppt)

8.2 NGI Awards Identity and Branding

NGI Awards-specific sub-branding focusing on main stakeholders for NGI Awards, focusing on humans and people, representing target audience in pictorial world.

- Logo & sub-branding (categories)
- Colour scheme
- Web-site design & implementation
- Flyers and folders
- Booth design 4YFN
- Other:
 - Various templates (reports, deliverables, etc.)

9 NGI Initiative Activities of NGI Move

NGI initiative as previously mentioned consists of four CSA projects (Hub4NGI, EUENGINEERROOM, SPEAKNGI.eu and NGI MOVE) and for a period of time a contract project called NGI study. Right from the start, coordination amongst the CSAs was key to not overlap activities, find a common identity and build a cohesive community and message for the NGI.

The various projects organised into several bodies to work across jointly on specific topics and activities.

1. The projects formed jointly with the commission a Management Team for the NGI. The first meeting of the Management Team was organised prior to the kick off of the projects to align their activities and optimise certain aspects of the contracts. The Management Team is meeting on a quarterly basis and is driven by the EC and coordinator of the InterCSA working group. The activity of the Management Team is focussed on strategic decisions for

the NGI initiative. This body also creates additional task forces for the specific topics that have strong collaborative aspects between the different projects.

2. The interCSA working group formed as a body to act as the operational mechanisms across the CSAs. It does not involve the EC representatives directly but is assembled only by the leads and selected representatives of the CSA projects and the contract project. The interCSA meets on a monthly basis. The leadership and launch of the working group is an outcome of the NGI move CSA.
3. The Communication Task Force works across the different CSAs to develop the joint brand and channels for the CSA. The task force keeps the identity and channels consistent and coherent across the different actors. The task force meeting on a weekly basis. The task force was launched by the NGI MOVE CSA and leadership was handed over to Hub4NGI after an initial 4 month period and will be handed further on to the other CSAs.
4. The Stakeholder Task Force works across the different CSAs to engage with a broad set of stakeholders. The task force helps the different actors target a larger set of stakeholders while minimising overlap. The task force meeting on a weekly basis. The leadership is with SPEAKNGI.eu.

Several additional ad hoc collaborations are kicked off and stopped when needed. This includes for instance a task force on issues related to the GDPR, larger events and activities such as webinars.

10 Annex A: Developed Materials

REVIEW FOR EVENTS

EXAMPLE: NGI MOVE SALON, BRUSSELS ON BLOCKCHAIN AND PUBLIC AGENCY

22nd of Nov. 2017

OUTCOMES:

1. Eva Kaili pleaded for a 'common vocabulary' to create more agency among policy makers and awareness among citizens.
2. Education is key among all stakeholders.
3. We all share an urgency. We know that in between the US data-lakes and Chinese Industrial Integration (latest IIoT plan calls for sharing clouds in value chains- we basically have our strong social welfare/democracy (yes we can debate its demise but the notion of the public is still there) stakeholder coordination, like we showed in the seminar. It is clear we want to build a strong productive balance between centralization on infrastructure and decentralization on data and services, between anonymity and accountability and between innovation on the one hand and incentivizing maintenance and repair (circular) on the other.
4. Here you can discuss your view of how blockchain can enable the Next Generation Internet. How can this technology be applied to empower European citizens in being part of the the Next Generation Internet? What are the challenges, technically, socially and legally?



News item with pictures and video to be found on ngi.eu: <https://www.ngi.eu/news/2017/11/29/ngi-move-salon-brussels-on-blockchain-and-public-agency/>

NGI BRANDING MATERIALS

Flags / Rollups for presentation on events, panels, booths etc.

AMWEAR
Produktions GmbH & Co. KG | T: +43 (0)6135/20 511-0 Fax: -11 | www.beachflag.info

beachflag
SINCE 1999

200 cm
160 cm

6 Stück **INTERNET FOR HUMANS** ECO RollUp 85x200 cm
05.12.2017, Andreas Pichler
Farben: cmyk digital

DRUCKFREIGABE ERTEILT:
.....
Smart, Österreich

AMWEAR
Produktions GmbH & Co. KG | T: +43 (0)6135/20 511-0 Fax: -11 | www.beachflag.info

beachflag
SINCE 1999

2,2 m
1,6 m

7 Stück **INTERNET FOR HUMANS** Beachflag Classic 220
05.12.2017, Andreas Pichler
Farben: cmyk digital

DRUCKFREIGABE ERTEILT:
.....
Smart, Österreich

Indoor Equipment

- FibreTech Rute (2,35 m)
- Bodenplatte (1 Kg)
- Verpackung (Innen)

Outdoor Equipment

- Rotations Rute (2,35 m)
- QuarzBase (4 Kg mit Tasche)
- Verpackung (Innen)

Clever & Smart

- Transporttasche (4 x 15,-)

TWITTER BANNES FOR DIFFERENT OCCASIONS



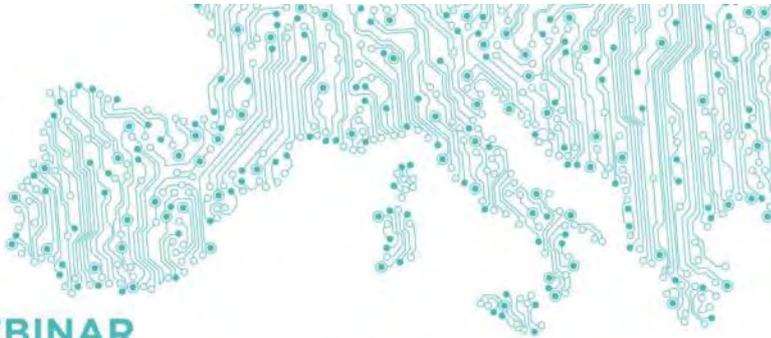
**WHAT SHOULD THE
NEXT GENERATION
INTERNET
LOOK LIKE?**



INTERNET FOR
HUMANS.

NGI WEBINAR
Privacy and trust enhancing technologies

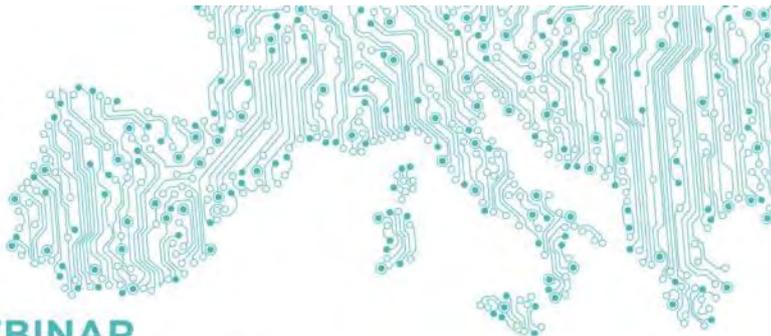
INFO SESSION ON ICT-24
Next Generation Internet - An Open Internet Initiative
January 15th, 2018 | 14:00 - 15:00 CET



INTERNET FOR
HUMANS.

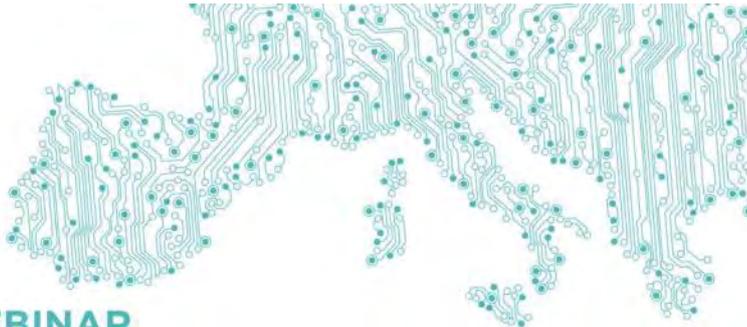
NGI WEBINAR
Decentralized data governance

INFO SESSION ON ICT-24
Next Generation Internet - An Open Internet Initiative
January 17th, 2018 | 14:00 - 15:00 CET



NEXT
GENERATION
INTERNET

INTERNET FOR
HUMANS.



NGI WEBINAR

Discovery and identification technologies

INFO SESSION ON ICT-24
Next Generation Internet - An Open Internet Initiative
January 18th, 2018 | 14:00 - 15:00 CET

 [NGI.EU](#)

 [@NGI4EU](#)

NEXT
GENERATION
INTERNET

INTERNET FOR
HUMANS.



NGI SALON @TRANSMEDIALE BERLIN

Next Generation Internet | **February 2nd | 16:30**
Café Stage | HKW - Haus der Kulturen der Welt

 [NGI.EU](#)

 [@NGI4EU](#)

NEXT
GENERATION
INTERNET

INTERNET FOR
HUMANS.



NGI MEETUP @ IOT AUSTRIA

Next Generation Internet - At the interface between technology and philosophy
February 15th | 18:00 - 21:00 | Vienna

 [NGI.EU](#)

 [@NGI4EU](#)



NGI @ 4YFN

Next Generation Internet Panel
Monday, February 26th | 12:30 - 13:30 CET | Airbus stage



NGI SALON - LJUBLJANA

Future NGI ecosystems and role of SME in NGI
April 6th | 14:00 | Faculty of Electrical Engineering | Ljubljana, Slovenia



NGI PANEL @ WWW2018

The Web Conference Lyon | **April 25th**
11:00 - 12:20 | NGI panel Room Rhône 4



GIVE-AWAY (Camera Shield / Webcam cover – 1.500 pcs)



T-SHIRTS



NGI AWARDS BRANDING

Target: Create a branding for our NGI AWARDS that attracts all different target groups and links success to NGI initiative. Distinguish categories and link the NGI AWARDS to the NGI branding.

BASICS



NGI ON STAGE



BRANDING

Form reflects the idea of a conversation starter.



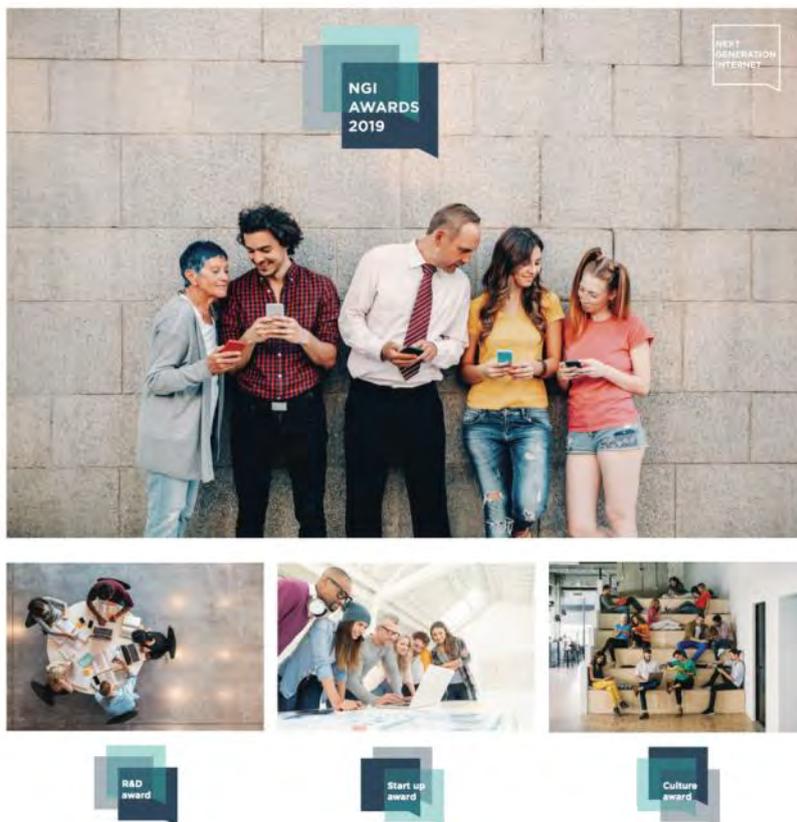
CATEGORY BRANDING



VISUAL WORLD

INTERNET FOR HUMANS needs to be represented by real humans. Since there is no “perfect picture” covering all the messages and target groups in one frame we need to compromise and find the most suitable way. Single pictures can be changed to transport the desired statement.

NGI AWARDS brings people in the limelight. Spot on groups of people working and learning together for a better future.



SPONSOR FLYER PRINT VERSION PAGES



NGI Initiative

The Next Generation Internet (NGI) initiative, launched by the European Commission, aims to shape the future internet as an interoperable platform ecosystem that embodies the values that Europe holds dear: openness, inclusivity, transparency, privacy, cooperation, and protection of data. The NGI community will drive this technological revolution to make the future internet more human-centric and accessible for all.



NGI Awards

The thrilling opportunity to identify, promote and push-forward excellence in the means of Europeans next generation internet (NGI).

Everybody is invited to contribute to NGI: companies, start-ups and non-profit organizations, researchers, teachers and students, municipalities and private communities, teams and individuals, investors and sponsors, philosophers and artists, entrepreneurs and visionaries, and everybody who can contribute to NGI.

Share your brilliance with the NGI community. Join the NGI awards.

Timeline

The NGI awards jury is constituted by a group of NGI experts from all over Europe. For the NGI start-ups awards the jury is extended by selected investors.



Become a sponsor

- Gold: 10,000 € (only 3)**
 - Award a prize on 4YFN 2019 main stage
 - Jury membership
 - 2 Tickets for MWC / 4YFN 2019
- Silver: 10,000 €**
 - Presentation within Award Ceremony
 - 2 Tickets for 4YFN 2019
 - Become part of the NGI panel at 4YFN
 - Promotion on all NGI Awards promo material
- Bronze: 5,000 €**
 - Promotion on NGI Awards web site
 - Appearance in NGI Awards newsletter
 - Promo-Flyers at the NGI booth 4YFN 2019

More information: Mirko Presser, awards@ngi.eu



Categories

NGI Research and Education Awards

The NGI Researcher and Education awards are a celebration of the brightest minds and most innovative teachers and educational institutions in Europe.

- Brilliant early career researchers
- Brilliant PhD and master students
- Outstanding schools/teachers
- Outstanding Masters and Bachelors courses

awards.ngi.eu



NGI Start-up Awards

The NGI Start-up awards acknowledges the contribution of the most disruptive entrepreneurs across Europe pushing forward revolutionary products, solutions and services that offer a great long-term market impact on the future of the internet.

- Privacy and trust enhancing technologies
- Decentralised data governance
- Discovery and identification



Culture of NGI Awards

The Culture of NGI awards are a celebration of the European initiatives and individuals that are the most impactful among citizens as well as relevant in shaping a new culture around technology.

- Impactful tech
- Diversity and inclusion
- Data as human right
- Disruptive culture drivers
- Women leadership in tech

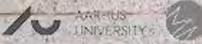
GET INVOLVED

 NGI EU

 CONSULTATION NGI EU

 @NGI_EU





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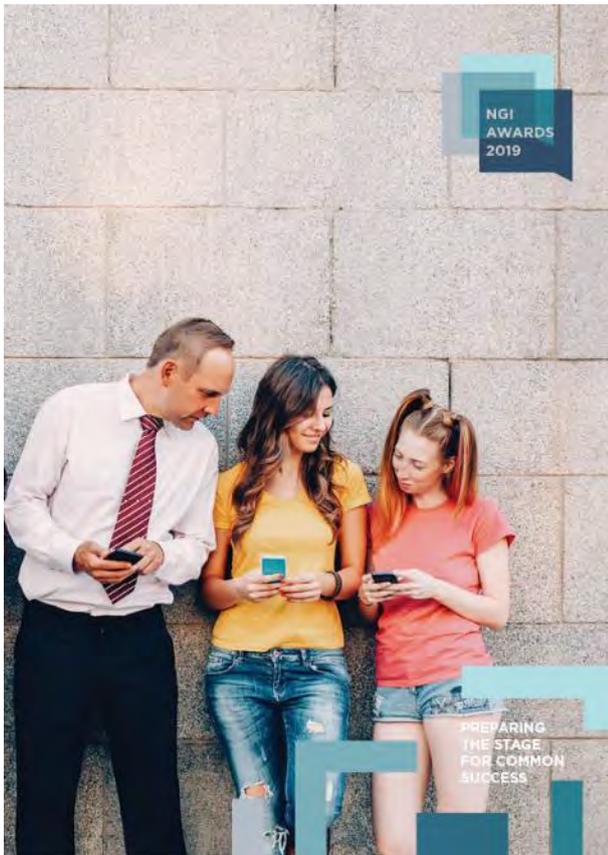


MOBILE
WORLD CAPITAL
BARCELONA



council

SPONSOR FLYER DIGITAL VERSION A4



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- Promotion on NGI Awards web site
- Appearance in NGI Awards newsletter
- Promo-Flyers at the NGI booth 4YFN 2019

More information: PR&Pascal.ewards@ngi.eu

Culture of NGI Awards

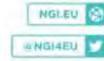
The Culture of NGI awards are a celebration of the European initiatives and individuals that are the most impactful among citizens as well as relevant in shaping a new culture around technology.

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ewards.ngi.eu



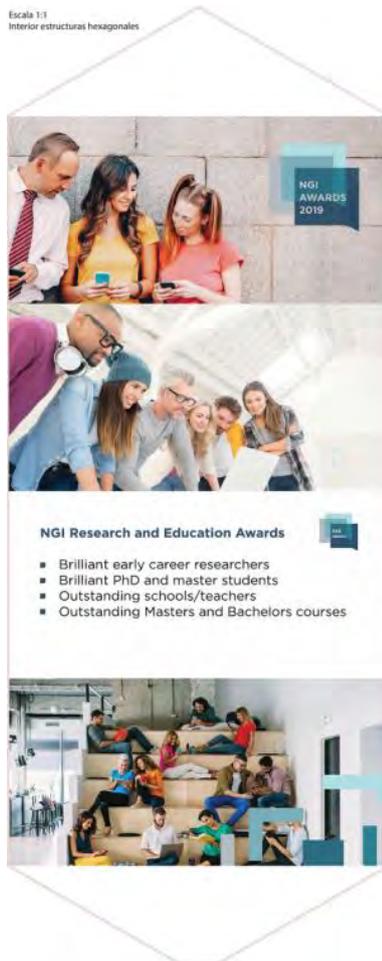
BOOTH DESIGN / Exhibition Space @ 4YFN 2018



Escala 1:1
Interior estructuras hexagonales



Escala 1:1
Interior estructuras hexagonales



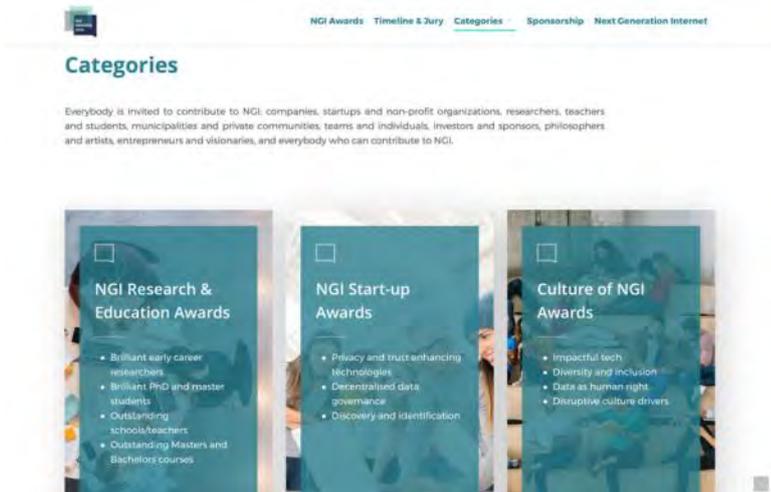
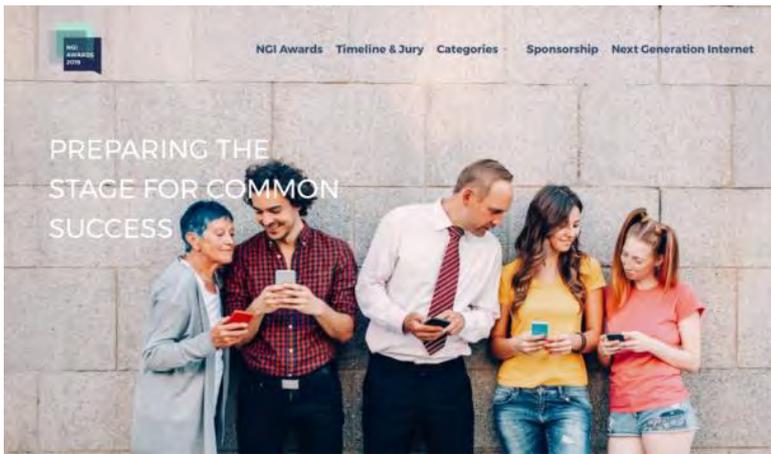


NGI PANEL @ 4YFN

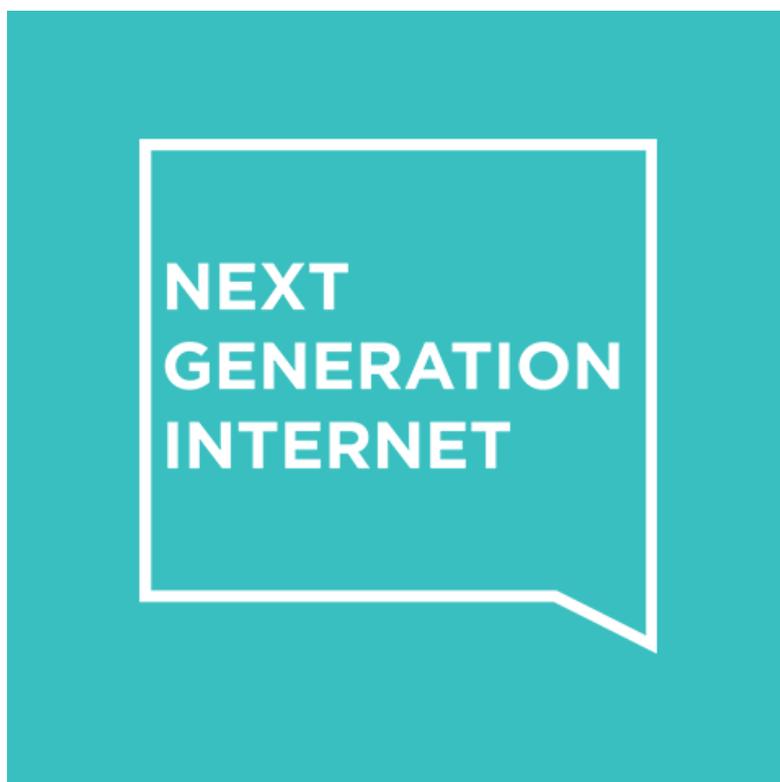
<https://www.ngi.eu/news/2018/02/26/ngi-panel-4yfn/>



WEBSITE AWARDS.NGI.EU



11 Annex B – Inter CSA Communication Strategy

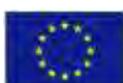


MARKETING AND COMMUNICATION STRATEGY OF THE NGI INITIATIVE

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Date	22.12.2017
Version	1.1

Dissemination Level

- PU: Public
- PP: Restricted to other programme participants (including the Commission)
- RE: Restricted to a group specified by the consortium (including the Commission)
- CO: Confidential, only for members of the consortium (including the Commission)



The work described in this document has been conducted within the projects EU ENGINEERROOM, HUB4NGI, NGI Move, SpeakNGI.eu. These projects have received funding from the European Union's Horizon 2020 (H2020) research and innovation programme under (respectively) Grant Agreements no XXXXXX, 732569, XXXXXX, 780125. This document does not represent the opinion of the European Union, and the European Union is not responsible for any use that might be made of its content.

Versioning and contribution history

Version	Date	Author	Notes
0.1	29.11.2017	Paolo Lombardi, Silvana Muscella, Stephanie Parker (Trust-IT Services – SpeakNGI.eu), Paul Malone (Waterford Institute of Technology)	Template and first TOC
0.2	01.12.2017	Paolo Lombardi, Stephanie Parker, Holly Ellis (Trust-IT Services – SpeakNGI.eu), Katja Bego (NESTA – EU ENGINEERROOM), Bjoern Muennich (DisseminationAT – NGI Move)	Shared TOC
0.3-0.6	02-07.12.2015	Silvana Muscella, Paolo Lombardi, Stephanie Parker, Holly Ellis (Trust-IT Services – SpeakNGI.eu), Manfred Aigner (DisseminationAT – NGI Move), Timo Lahnalampi, Monique Calisti (Martel Innovate – HUB4NGI)	Specific contributions to the first draft
0.7	07.12.2017	Silvana Muscella, Paolo Lombardi, Stephanie Parker, Holly Ellis (Trust-IT Services – SpeakNGI.eu), Manfred Aigner (DisseminationAT – NGI Move), Timo Lahnalampi, Monique Calisti (Martel Innovate – HUB4NGI)	First version of the document
0.8	11.12.2017	Katja Bego (NESTA – EU ENGINEERROOM)	Added contributions
0.9-0.12	11-13.12.2017	Silvana Muscella, Paolo Lombardi, Stephanie Parker, Holly Ellis (Trust-IT Services – SpeakNGI.eu)	Overall revision and completion of missing paragraphs
1.0	15.12.2017	Paolo Lombardi (Trust-IT Services – SpeakNGI.eu), Timo Lahnalampi (Martel Innovate – HUB4NGI), Manfred Aigner (DisseminationAT – NGI Move), Katja Bego (Nesta – EU Engineerroom)	Refined text and touch-ups. Presented at the 15.12 Comms TF. Ready for first feedback from the EC
1.1	22.12.2017	Paolo Lombardi (Trust-IT Services – SpeakNGI.eu), Timo Lahnalampi (Martel Innovate – HUB4NGI), Manfred Aigner (DisseminationAT – NGI Move), Katja Bego (Nesta – EU Engineerroom)	Completed pre-final, overall KPI values and other missing info. Small edits.

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Table of Contents

Executive Summary	5
1 Introduction	6
2 Strategic elements guiding the Marketing and Communication actions	10
3 The NGI Stakeholders	12
4 Marketing and Communication goals	15
5 Branding	17
6 Levers & Instruments	20
7 KPIs & monitoring activities	29
8 Conclusions and 6-month planning	30
9 References	31
Annex I – NGI logo branding guidelines	32

List of Tables

TABLE 1 – DOS & DONTs IN NGI BRANDING.....	19
TABLE 2 – SOCIAL MEDIA CHANNELS UTILISED FOR NGI.....	23
TABLE 3 – “TRADITIONAL” MEDIA UTILISED FOR NGI	24
TABLE 4 – NGI-DRIVEN EVENTS	27
TABLE 5 – NGI VISIBILITY AT SPECIALISED EVENTS (SO CALLED 3RD-PARTY EVENTS)	28
TABLE 6 – KPIS UTILISED IN MEASURING THE JOINT IMPACT OF THE 4 CSAs.....	29

List of Figures

FIGURE 1 – VISION AND KEY ELEMENTS OF EC AND NGI STUDY	11
FIGURE 2 –NGI STAKEHOLDER’S GROUPS	13
FIGURE 3 – IMAGE ON THE NGI.EU HOMEPAGE.....	21

List of acronyms and abbreviations

Item	Description
4 CSAs	The four Coordination and Support Actions jointly acting to sustain NGI in the period October 2017, through March 2019
CSA	Coordination and Support Action
EC	European Commission
EU Engineerroom	One of the 4 CSAs, titled “Explorations in Next Generation Internet Emerging Research Opportunities, Technologies and Methods”
HUB4NGI	One of the 4 CSAs, titled “A Collaborative Platform to Unlock the Value of the Next Generation Internet”
KPI	Key Performance Indicator
NGI	Next Generation Internet
NGI CP	Next Generation Internet Contact Point
NCP	National Contact Point
NGI Move	One of the 4 CSAs, titled “Ecosystem building blocks for the Next Generation Internet movement”
SpeakNGI.eu	One of the 4 CSAs, titled “Citizen-driven open consultation on Next Generation Internet”
TF	TaskForce, an “inter-CSA” effort (where all 4 CSAs contribute)

Executive Summary

The present document describes the overarching marketing and communication strategy for the Next Generation Internet (NGI) initiative.

The content is agreed among the four CSA projects currently running (viz. EU Engineroom, HUB4NGI, NGI Move, and SpeakNGI.eu – hereafter collectively referred to as “the 4 CSAs”) and is shared at NGI Management Team level.

The scope of the document is to define common principles to adequately promote the NGI initiative in the upcoming months and to harmonise activities among the 4 CSAs, in order to maximise impact creation with all the stakeholders.

It is hereby highlighted that whereas the present document defines the overall approach to marketing and communication of the NGI initiative and the strategy to achieve the set goals, all specific activities and detailed actions put in place by each of the 4 CSAs are not described here, as they are part of the individual deliverables foreseen by the “4 CSAs” DoAs. Be that as it may, this document provides effective levers, both at qualitative and quantitative level, for the EC to ensure adequate and timely steering of the marketing and communication activities coordinated by the 4 CSAs to maximise coordinated impact.

The document is composed of the following Sections:

- *Sec. 1 “Introduction”, where the context and scope of the present document is described;*
- *Section 2 sets out the **strategic elements guiding the Marketing and Communication actions** provided by the 4 CSAs;*
- *Section 3 describes the **NGI Stakeholders**;*
- *Section 4 lists the specific **marketing and communication goals** that will be pursued by the 4 CSAs;*
- *Section 5, “**Branding**”, provides the essential branding elements from NGI that will be followed in a consistent way by the 4 CSAs;*
- *Section 6 presents the various **levers and instruments** that will be utilised in the implementation of the joint marketing and communication strategy of NGI;*
- *Section 7 lists the **joint KPIs** adopted for the NGI initiative, as a result of the joint & coordinated effort of the 4 CSAs;*
- *Section 8 concludes the document and provides a preliminary plan of activities to be carried out in the next 6 months.*

The document will be updated within 6 months from the date of this first release, to adjust the overall marketing and communication strategy to the evolving scenario defining the NGI field.

1 Introduction

1.1 Background

On September 15th, 2017, in Brussels, the EC gathered the 4 CSAs to activate a strong coordination among the various projects, all contributing to the NGI initiative. A number of “inter-CSA” activities have been initiated since, including the development of a new website “NGI.eu”, the activation of a functional “NGI consultation” platform, the structured presence at the ICT Proposers’ day in Budapest, etc.

At the 2nd NGI MT meeting, held in Brussels on November 20-21 2017, the need for the 4 CSAs to work even more in synch towards a “branded and influential NGI” has been further stressed, and the decision of working under an orchestrated strategy for the Marketing & Communication activities, integrating the individual Projects’ one, has been shared among the participants.

1.2 Scope

The scope of the document is to define common principles to adequately promote the NGI initiative during the following months and to harmonise activities among the 4 CSAs, in order to maximise impact, develop a coherent, shared voice for the Next Generation Internet initiative as a whole, and effectively engage with all the NGI stakeholder communities.

This document is not intended to replace any individual CSA’s Communications and Dissemination strategy, but instead focuses on bringing cohesion, putting in place clear guidelines for consistent outreach and branding and creating avenues for fruitful inter-CSA collaboration.

1.3 Structure of the document

The document is organised as follows:

- Section 2 sets out the strategic elements guiding the Marketing and Communication actions provided by the 4 CSAs;
- Section 3 describes the NGI Stakeholders;
- Section 4 lists the specific marketing and communication goals that will be pursued by the 4 CSAs;
- Section 5 provides the essential branding elements from NGI that will be followed in a consistent way by the 4 CSAs;
- Section 6 presents the various levers and instruments that will be utilised in the implementation of the joint marketing and communication strategy of NGI;
- Section 7 lists the joint KPIs adopted for the NGI initiative, as a result of the joint & coordinated effort of the 4 CSAs;
- Section 8 concludes the document and provides a preliminary plan of activities to be carried out in the next 6 months.

1.4 The four CSAs and their specific and combined contribution to NGI

From onset of activities (September 2017), the 4 CSAs have organised themselves in a coordinated way to approach the challenges linked to the overall marketing and communication goals of NGI. This part of the coordination is referred to as “Inter-CSA activities”. At inter-CSA level, specific “TaskForces” (TFs) have been set up. In particular, the inter-CSA Communications TaskForce, which led to production of the present document, has been active in delivering principles for managing

communication channels (e.g., the social media channels, further described here in Sec. 6, have been jointly operated) and following uniform procedures (e.g., an inter-CSA Editorial Board to approve contents incoming from the 4 CSAs has been introduced and it defined processes for content approval, the Stakeholder TaskForce is finalising definition of the Groups that each CSA will target). Moreover a coordinated approach has been taken on the events that have been organised to-date. Now, having gained sufficient insights on the workplan of each individual CSA, we can capitalise on individual skills and resources and structure ourselves to work as one. For this reason, creation and commitment of carrying out an effective Marketing and communication strategy for the NGI initiative is a necessary step, also from the point of view of the reference stakeholder, viz. the European Commission.

How the 4 CSAs can act as one reflecting the principles of the present strategy document? A couple of examples are: NGI Move facilitating an expert who initiates discussions as part of the NGI webinars, utilising the Consultation Platform delivered and maintained by SpeakNGI.eu. The webinars will contribute to the development of the engaged community, according also to the KPIs defined in Sec. 7 here below. Similarly, the activity HUB4NGI carries out in Member States support/mapping will contribute to the identification of topics that Engineroom is defining. Identification of SMEs and research communities active in a technology space through Engineroom's topic identification process can be directly fed into the stakeholder engagement process and ecosystem building. Similarly, the stakeholders can be mapped and clustered at the selected events organised.

EU Engineroom is “**topics**” → identifying the topics for the upcoming calls

Engineroom is one of the 4 CSAs under the NGI umbrella, which together will help set the agenda for future phases of the initiative and bring together an ecosystem of key stakeholders and voices from across Europe. Within this framework, Engineroom's specific role is to identify the technologies and emerging dynamics that will most impact on the future internet, and evaluate how their development could lead us towards a more ‘human-centric’ and inclusive future internet.

To do this, the Engineroom team focuses on three strands of work:

- The development of a radical new vision for what the future internet could and should look like through a variety of foresight exercises.
- The identification of the most important emerging technologies that will have to underpin this more ‘human-centric’ future internet, using experimental new data science methodologies and non-traditional data sources.
- The mapping of the ecosystems and networks surrounding these previously identified topics: where do we see clusters of activity? and what are the key ethical, technological, economic, regulatory and political barriers we need to address?

Engineroom will both collaborate on events and other stakeholder engagement activities to involve diverse voices, particularly from the research community in the development and evaluation of the data methodology and shaping of an overarching NGI vision, as well as disseminate and communicate these findings to a wider audience.

One specific area where strong collaboration and a shared strategy will be particularly important is the selection of the topics for Work Programme 2019.

HUB4NGI is “**Member States support/mapping**” → talking to the MSs

HUB4NGI has started in January 2017 and being the first and only NGI CSA until September 2017, it has supported the bootstrapping and promotion of the NGI initiative since its beginning covering all marketing and communication aspects in close coordination with the EC. HUB4NGI has taken on board communication at the service of the whole NGI initiative, managing and animating the NGI Twitter account, assisting the EC with events organisation and promotion, creating NGI promo materials (including flyers, posters, roll-up, videos), updating and animating the NGI FUTURIUM web site (until in Q3 2017 it was finally decided to create the NGI.EU portal, that has been designed and is currently hosted and managed by HUB4NGI), creating and managing the NGI Online Map, as well as managing and assisting the Future Internet Forum and the various appointed National NGI Contact

Points in the various Member States and Associated countries.

HUB4NGI has also animated the first edition of the NGI 2017 Forum (www.ngiforum.eu), which will be held in September 2018 in Porto, and gathered a group of experts on future Internet technologies, the HUB4NGI Expert Group, which is providing advice on R&D priorities on various topics.

HUB4NGI is committed to continue managing these activities until of the end of the project duration that is planned for December 2018. This will be done in close coordination with the other CSAs, which should allow:

- More effective reach of a large number of players and initiatives in Europe and beyond;
- Smoother distribution of load, and thereby better targeted actions, across several organisations in the 4 CSAs that have complementary and synergetic profiles.

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

- A new website dedicated to the NGI initiative - www.ngi.eu - has been created and is currently managed by HUB4NGI (news and events editor rights will be shared with other CSAs);
- Responsibility for animation of the NGI communication channels, specifically the Twitter is now shared among the 4 CSAs;
- Design and production of promo materials will be shared among the 4 CSAs;
- Support to the EC in organising and attending events will now be shared among the 4 CSAs;
- A unique newsletter channel has been created and will be maintained and coordinated by HUB4NGI.

NGI Move is “**ecosystem**” → dedicated on NGI movement generation on a broad basis (ecosystem creation)

The long-term goal of NGI Move is to create an inclusive and collaborative framework mobilising all available digitally-savvy constituencies in rethinking the Internet and relaunching it as Next Generation Internet (NGI). The CSA aims at establishing a seamless exchange among research, public administration, business and society. Following are the concrete objectives of NGI Move:

- To co-create mechanisms for continuous scouting of new innovators;
- to co-create content formats to build consensus on NGI technical building-blocks fuelled by European Values;
- To do research in the crucible of development; and
- to promote a coherent, cohesive and dynamic notion of a European Next Generation Internet ecosystem.

SpeakNGI.eu is “**consultation**” → realising the consultation process and developing the community around it

The SpeakNGI.eu project aims to establish and enact an open, dynamic and continuous consultation process with all relevant stakeholder groups on a “citizen-centric” quest to discover their needs for the NGI. The project’s multi-faceted consultation process will be supported by an authoritative SpeakNGI.eu European Champions Panel (ECP) that is composed of carefully selected stakeholder representatives acting as recruiters, motivators and evangelists for NGI activities in their respective domains.

SpeakNGI.eu will ensure fruitful cooperation with the other NGI pathfinder projects, in the gathering of research and innovation topics and shaping the NGI programme, along with the established consultation processes that will run on the SpeakNGI.eu consultation platform, to fully support the

establishment of a highly ambitious NGI Flagship toward the end of the Horizon 2020 programme and into FP9.

The core objectives of SpeakNGI.eu include:

- Delivery and maintenance of a **state-of-the-art consultation platform** to collate multiple open and dynamic consultation mechanisms for engagement with the NGI Stakeholder community;
- Development of an open and extendable framework to structure and visualise the NGI stakeholder **Knowledge Base**;
- Establishment of **consultation mechanisms** that target stakeholders to cover all necessary dimensions of European society;
- Establishment of instruments **ensuring sustainable access** to the consultation process and knowledge for all relevant NGI stakeholder communities beyond 2020, in line with the NGI long-term strategy.

2 Strategic elements guiding the Marketing and Communication actions

The NGI initiative had already laid some significant groundwork long before the start dates of the “4 CSAs” and was discussed and prepared on several levels of intervention by the community and from policy makers and funders. Roberto Viola (Head of Directorate-General for Communications Networks) held a speech as Bruno Kessler lecturer, which outlines the EC’s position for the NGI initiative¹ also on basis of the outcomes of the CAPS series of Workshops. The ECs CAPS (Collective Awareness Platforms for Sustainability and Social Innovation) initiative organized various workshops to collect inputs and ideas for a long -term vision towards the future Internet.

At the start of 2017 the EC commissioned the study for the Next Generation Internet to NLnet foundation and Gartner Europe, who were working on a concrete vision statement for the NGI initiative. The interim report outlining the study’s findings is now available.²

Moreover, in early 2017 the CSA HUB4NGI started with the goal to transform these of the overall NGI landscape activities into a focused approach. Later, in October 2017, three additional CSAs (SpeakNGI.eu, NGI-Engineroom, NGI Move) started with dedicated directions to support the initiative.

At the same time, national initiatives started to generate the perspectives of the member states in the context of NGI. In Austria this group is driven by the Ministry of Infrastructure (bm:vit) and the main funding body (FFG). National Contact Points (NCP) for NGI have been appointed in many member states which serve in two directions. As an information hub for their communities to provide the NGI initiative’s content to their stakeholders, but also to collect inputs on national level and feed it into the overall NGI initiative. The Austrian bm:vit, together with FFG have already started to include NGI relevant topics into their national funding schemes.

Having direct liaison with the Member States will enable the “4 CSAs” to organise clustered and thematic events around national digital priorities as the basis for project proposals being created with a potentially strong consortia of partners, which may respond to national strategies within a European context and deliver pertinent proposals of value that also have the engagement from MSs from the onset of the discussions. The network of the ICT, research infrastructures and NGI National Contact Points (NCPs) are all levers, at a national level, who can play a significant role in creating the necessary glue for consortia, and help ensure the participation of innovative start-ups and SMEs in the NGI involvement.

The communication strategy shall be built on the outcomes of the previous initiative and ensure sustainability of the NGI initiative. “Core European Values” are the overall principle for the development of the vision and following communication actions. Mr Viola’s talk and the vision statement of RFID study are concrete starting points for the development of the communication strategy of the NGI Inter CSA working group, in the name of the overall NGI initiative.

Figure 1 below provides an overview of the content of both documents as a mind-map.

¹ <https://ec.europa.eu/digital-single-market/en/news/internet-humans-how-we-would-internet-future-be>

² https://nlnet.nl/NGI/reports/SMART20160033_NGI_interimstudyreport.pdf

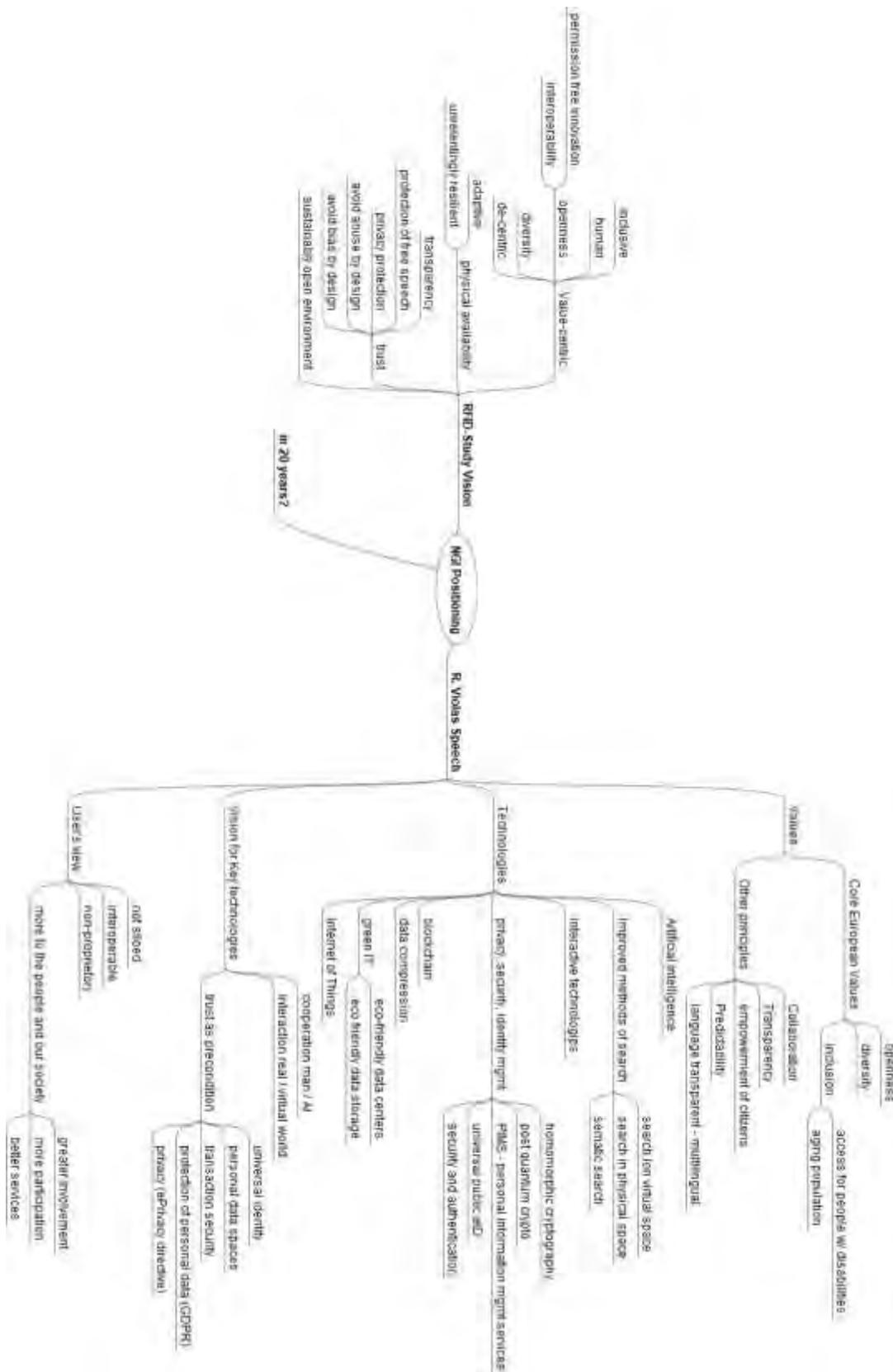


Figure 1 – Vision and key elements of EC and NGI Study

3 The NGI Stakeholders

3.1 Stakeholder Task Force

An inter-CSA “Stakeholders Task Force” has been established to prevent duplication of efforts, to ensure and enable collaboration across the projects and to ensure widest possible coverage for stakeholder engagement and participation. Each of the projects is represented on the Task Force and the European Commission has an observatory membership also. As part of this ongoing effort, the Task Force has established a data set which is used to identify specific stakeholder groups and assigned an inter-CSA champion for engagement with each of these groups. This data set is centrally managed and as Task Force members engage with a group, they make a note in the data of the details of that engagement. This ensures visibility of engagement and also mitigates against the risk of duplicated efforts. The Task Force maintains a limited set of communication messages to aid with stakeholder engagement and ensure a common message is delivered with only minor tweaks when necessary for specific stakeholder communities. The content and format of these messages are agreed up with the Communications Strategy Task Force. The NGI stakeholder mapping covers the full spectrum of players within the ecosystem. Dedicated mechanisms have been put in place to identify the most relevant stakeholders and ensure messages are tailored to their information needs and areas of expertise, from more technically focused communications to messages that help new stakeholders (start-ups and civil society) appreciate the EU values and opportunities underlying the NGI initiative.

The figure below shows the current stakeholder mapping and allocation to the CSA “gatekeeper”.

Stakeholder	Instrument	Responsible Project(s)
Start-up	4YFN mailing list	NGI move
Policy: • National governments • Legislators • Regulators • SDOs	Future Internet Forum (FIF) NCPs NGI CPs from NGI NGI Forum	Hub4NGI
Large industry: • Verticals • Digital • Infrastructure	Clusters and Associations (e.g. BDVA, IOTI, EPOSS) European Open science cloud NGI Forum	InterCSA WG Hub4NGI
Research: • Many different disciplines	ERC and other grants Specialised NGI Forum	EU Engineer room Hub4NGI
SME: • Start-up • High-tech	EDF/ESN Digital SME Early Adopter Club 4YFN	EU Engineer room NGI move (NLNET) SpeakNGI NGI move
Investors	4YFN	NGI move
Real users	Media Consultation Platform	InterCSA WG SpeakNGI
Education	National Associations	NGI move
Amateur/DIY	IoT Council Meet-ups	NGI move NGI move
(H)activities	Civil Societies	NGI move (NLNET)
Education	National Associations	NGI move
Other: • Accelerators • Incubators • Non-EU	Engineering Grants IETF mailing lists Accelerator Assembly EU Champions Panel NGI Awards Proposers Day, ICT event and Info Days Hub4NGI map	e.g. via awards InterCSA WG EU Engineer room SpeakNGI NGI move InterCSA WG Hub4NGI

Figure 2 –NGI stakeholder’s groups

Instruments used to reach each stakeholder category are identified and mapped to a specific CSA as gatekeeper responsible for leading engagement, which is also regularly tracked during the regular conference calls and exchanges. One of the aims is to seek mutual endorsements on respective missions as the foundation for win-win synergies and increase visibility. To date, **39 instruments** have been identified and engagement commenced with over 70%. Such instruments span expert groups (both at CSA level and thematic/technology based); policy groups; ecosystem members; clusters; NCP networks; standards bodies and events where key stakeholder categories converge.

3.2 External Advisory Groups

Each of the 4 CSAs avail of a number of individual “Champions or Experts” who, support the NGI through contributing with content to the various outreach channels. The members have been identified as project specific. The Inter-CSA group allows a greater synergy to tap into these identified individuals, who correspond to one of the stakeholder groups and the 4 CSAs will avail of a greater choice of experts to have contribute according to the nature of the activity. All members identified will be clustered under a specific stakeholder group which will, in turn, be mapped to a specific outreach event identified.

In practice, experts have already provided their confirmed contribution to support physical events with focused talks, speakers for topic based webinars, content to the consultation platform, ideas of potential candidates to populate the early adopter club.

3.2.1 EU Engineroom: Engineroom Research Community

Though EU Engineroom does not plan to have a formal expert board group oversee activities, the project assembles a larger, dynamic research community to feedback on the methodology and findings of topic identification and mapping exercises. This group will consist of data science experts, who are able to comment on the viability and appropriateness of Engineroom’s developed methodology (and are able to disseminate the experimental and cutting-edge data tools created in this process, promoting more effective innovation mapping within and beyond the NGI Ecosystem), and field-specific experts who can comment on specific technologies and emerging societal internet trends identified.

The Engineroom Research Community will be engaged through various channels, most importantly through the NGI Research Newsletter and several data sprint workshops.

3.2.2 HUB4NGI: The NGI Expert Group

The NGI Expert Group consists of experts in a variety of key R&D areas relevant to build and grow the Next Generation of the Internet as an Internet capable of overcoming its current limitations and reflecting the European social and ethical values of freedom, openness and interoperability. The members of the NGI Expert Group have been selected from a wide range of key industry and academic organisations that are active in various NGI areas. The current members of the group are listed on the HUB4NGI website³. 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.

3.2.3 NGI Move: NGI Move expert pool

A network of associated experts with different backgrounds is maintained by the CSA which will be further extended throughout the initiative. The experts from the NGI Move expert pool will contribute to the CSA on several levels (participants of Salons and co-creation workshop, participation in Jury for NGI awards, consulting and support for upcoming issues e.g. GDPR etc.) The experts from different

³ <https://www.hub4ngi.eu/hub4ngi-expert-board/>

fields and organisation types are considered as stakeholders and relays to distribute the NGI message and buzz, but also to provide valuable input and expert knowledge to back-up the CSA core team where necessary. This pool of experts is dynamically extended and helps to drive the initiative with their expert knowledge and experience.

The current list of experts of the “NGI Move expert pool” has 20 entries at present, with a target of 40 entries active by project completion.

3.2.4 SpeakNGI.eu: European Champions Panel

The European Champions Panel (<https://consultation.ngi.eu/ecp>) has been established to help shape the next generation internet debate, provide insights on future FP9 topics and facilitate the team in reaching out to new players in the NGI landscape, including civil society and dynamic, savvy start-ups/SMEs new to NGI.

The members of the panel have been selected to ensure a balance between:

- Enabling technologies: 5G, IoT, big data, cloud, cyber and new technologies: VR, AR, blockchain, AI etc.
- Human-centric perspectives: decentralised data, decentralised architectures, greater control over personal data, openness and inclusiveness. Universal human rights.
- Horizontal issues: security, privacy and trust.

Plans are already underway to recruit new members and extend reach to a wider pool of stakeholders, including end users. Special focus will be given to:

- Recruitment of women as champions of NGI, also exploring the potential for a “Women in NGI Award” moving forward.
- Recruitment of experts to cover the full spectrum of NGI topics, including final set of topics selected for FP9.
- Experts may also form part of the working groups contributing specific inputs on a light-weight basis.

For the full, updated list of the Panel members, please refer to <https://consultation.ngi.eu/ecp> .

4 Marketing and Communication goals

The specific goals that will be pursued by the 4 CSAs can be grouped under 3 sub-headings, which are: continuative goals, short-term goals and long-term goals. All goals are simultaneously acted upon and mandated by one or more of the supporting CSAs, in a coordinated & harmonised way that will maximise impact with the given resources.

All goals will be measurable and will be monitored through a comprehensive and yet lean set of KPIs, which are listed in Sec. 7.

4.1 Continuative goals

The inter-CSA effort will pursue the following goals in a continuative way.

4.1.1 *Promote the NGI brand and raise awareness around it*

The human-centric perspective of the internet of the future will revolve around the European values, including openness, diversity, trustworthiness, and inclusion.

Branding of the NGI will be performed according to the principles set out in Sec. 5. Awareness-raising will be performed through a series of levers and instruments further detailed in Sec. 6.,

4.1.2 *Develop an engaged community*

A central element of the NGI initiative is engagement of a varied and broad set of stakeholders, representing large strata of European society. With communications tailored to each stakeholder and timely engagement mechanisms, the coordinated approach to NGI will ensure a bottom-up, democratic participation. The Stakeholders Groups are common across the 4 CSAs and are defined in Sec. 3 of the present document. The 4 CSAs are sensitive to ensure a balanced representation of the Stakeholders Groups within each of the levers and instruments utilised.

4.1.3 *Sustain a continued, content-rich debate*

Tangible and active engagement of virtually all Stakeholders Groups will be pursued through a continued, content-rich debate. The debate will be facilitated in several ways, at physical and virtual events, by collecting individual contributions from the members of the community, and also through the “NGI Consultation Platform” (<https://consultation.ngi.eu>), which will be maintained open throughout the duration of the 4 CSAs. The Consultation Platform will collect input from relevant communities, experts and Member States, providing also a Knowledge Base, openly accessible to all.

4.1.4 *Engage Member States*

The Member States play an essential role in further defining priorities and contributing to fine tuning the NGI vision and implementation strategy. With a coordinated effort of engagement with Member States, the 4 CSAs shall define cluster topics of national interest which will serve to build a first grouping of potential consortia in response to the future calls and help define & support new topics under FP9.

4.2 Short-term goals

4.2.1 Define research topics of the upcoming H2020 calls

Three topics will be indicated to the EC by April 2018, to be included in the European Commission's 2019 Work Programme. These topics will be identified through a comprehensive data-driven process led by EU Engineerroom, and further augmented by extensive engagement and consultation of stakeholder groups.

Selected topics will both reflect current challenges and emerging dynamics surrounding the internet, incorporate promising technology areas and clearly fit into the longer-term vision for the Next Generation Internet.

4.2.2 Marketing around the ICT-24 and ICT-31 calls

The 4 CSAs will utilise all the available Levers and Instruments to ensure high visibility of the 2017-2018 call, with involvement from players in the 2017-2018 calls, by ensuring sufficient number of **proposals** being submitted. The vision will be to continue building of an active NGI ecosystem and mobilise new players.

4.3 Long-term goals

4.3.1 Positioning NGI in the global internet research scenario

In line with the goals set-out for the ICT-24 "EU-US collaboration" call, a **global** positioning for the NGI initiative, covering what other NGI-like initiatives outside the EU are doing, will be pursued. The 4 CSAs will analyse what relevant players such as the USA, Japan, China, South Korea, etc. are currently sustaining in their national programmes.

4.3.2 Build evidence from Market Studies

Identify and synthesise market studies on NGI-related topics, to better define the economic dimensions and impact of NGI. The 4 CSAs will build a coherent vision of the global trends, providing quantitative evidence of the relevance of the various elements of the research agenda for NGI.

4.3.3 Support definition of NGI in FP9

Through the consolidated activities of engagement with all the stakeholders and the continuous activities around topics selection, ecosystem definition, consultation processes, the 4 CSAs will have sufficient material to support the definition of the NGI vision and specific challenges in FP9.

5 Branding

NGI, in the words of Director-General Roberto Viola, is an “umbrella” under which “a set of technology areas [...] will drive the developments towards a more human-centric Internet” and the European Commission will use this brand to coalesce a pan-European effort in the short-, medium-, and long-term [1].

While some basic elements of the “NGI brand” have already been defined, the 4 CSAs, collectively and for the period of their duration, undertake the challenge of promoting, further developing and leveraging upon such a brand, to support the EC in their objectives, which ultimately are fostering development of a more human-centric and resilient internet of the future.

5.1 Brief from the EC

NGI is a unique opportunity for citizens of the EU to take a fresh look at the future evolution of the internet. It is an opportunity to bring a human-centric perspective based on the European values, of openness, diversity, trustworthiness, and inclusion, offering more to the people and society.

It is the chance to leverage best of class research from Europe’s universities, R&D labs in large companies and especially small businesses (start-ups and SMEs) not usually part of the work programme but with a high potential to scale and create new business opportunities.

The NGI logo effectively displays the initial branding, including the narrative and message behind NGI. The dominant colour of the website and branding of NGI is an aqua- blue, a standard colour scheme that is used consistently throughout the marketing materials, impacting with customer engagement as it is familiar and easily recognisable.

What is NGI? → NGI is an initiative to support development of a new internet, overcoming present limits and promoting the European values.

- Roberto Viola, Director- General for Communications Networks. Content and Technology at the European Commission highlighted that the growing importance of the Internet implies that it is no longer just an IT network of networks: it is rapidly shaping the economy and our daily lives. A few of the main issues concerned with the internet were raised by Roberto Viola, and were addresses as; is the current internet responding to the needs of citizens? What ground-breaking research do we need? Is the current internet responding to the needs of citizens?

NGI is geared towards enhancing and revolutionising the current internet, and in this process involves a focus on a number of key technologies that, as stated by Roberto Viola, constitute the foundation of the internet of the future.

- **Artificial Intelligence:** A next wave of innovation will come from the seamless immersion in increasingly smarter and physical virtual environments powered by AI.
- **Internet of Things:** A framework needs to be developed that facilitates citizen acceptance, noticeably in terms of security and trust.
- **Blockchain:** A digital, decentralized ledger that keeps a record of all transactions that take place across a peer-to-peer network.

Aspects that will have a strong influence in future developments of the internet:

- **Protection of Personal Data:** protection to individuals regarding their personal data and private sphere.
- **Personal Data Spaces:** Enabling companies to have legal certainty on how they can handle various data sets.
- **Security and Authentication:** Electronic platforms and systems are used frequently in everyday life and are critical for the internet, in terms of; cybersecurity attacks, phishing and leaks.

5.2 Vision

As NGI identifies the research & innovation activities carried out in Europe to contribute to the definition of the new internet, overcoming present limits and promoting fundamental European values, branding of NGI will be performed always with the perspective of it being a “coordinated effort”, a “multi-faceted initiative”, and, in synthesis, as a representation of a path, rather than a product.

The Future of Europe delivers to us choices we are made to face: we are swept along passively observing the impact of new technologies on society and jobs, security concerns, concerns around globalisation, where we are embracing the potential of innovation and attempting to seize the opportunities it brings with it. The NGI should reflect the level of ambition in order to ensure that Europe can achieve its digital transformation in the interests of its citizens and its businesses.

The overarching goal of the NGI is to guarantee a European lead in the next generation internet to reinforce the competitive position of industry and businesses in Europe not only in all key digital technologies but also across the entire, increasingly digitised, economy. It will also have a significant impact on filling the digital skills gap across the EU.

5.3 Use of the NGI logo - Guidelines

In order to demonstrate that each individual CSA is part of the NGI family, the NGI logo will be clearly shown in all collaterals (e.g. flyers, posters, brochures), in video material, as well as on the project’s website, documents, presentations and deliverables. The www.ngi.eu link shall also be added.

The minimum height of the NGI logo using the words “Next Generation Internet” shall be 1 cm. The typeface to be used in conjunction with the NGI logo can be Gotham or Montserrat. Italic and underlined variations and the use of font effects are not allowed. The usage of light, regular or bold variations depends from the size of the logo.

The positioning of the logo in relation to the NGI logo should only be horizontally aligned, and should not interfere with the logo in any way. The font size used should be proportionate to the size of the logo. The colour of the font should be the key logo colour, black or white depending on the background. The logo colours should be either black and white or a maximum of 2 colours. If the project logo has more than 2 colours, black and white should be used. The NGI Logo guidelines is presented in details in Annex I.

5.4 Do’s & don’ts in branding the NGI

In the following table, some acknowledged “Do’s & Don’ts” are reported.

DO's	DON'Ts
Always promote the NGI official logo whenever performing an NGI-related activity	Promote the individual CSAs through their project logo (“no project-specific communication”)
Maintain a scientifically-founded lingo utilised since onset of the NGI activities in NGI content production	Utilise the NGI logo to “certify” activities unilaterally performed in the perimeter of NGI
Have the minimum height of the NGI emblem 1 cm using the words “Next Generation Internet”	Use other typeface in conjunction with the NGI logo than Gotham or Montserrat
Use the Gotham or Montserrat typeface in conjunction with the NGI logo	Use Italic and underlined variations
Use the proportionate font size to the size of the NGI logo	Use font effects
Use the key NGI logo colour, black or white depending on the background for the colour of the font	
...	...



Table 1 – DOs & DONTs in NGI branding

6 Levers & Instruments

In the present document, “levers” are motivations for stakeholders to be engaged and “instruments” are defined as the means to reach them and engage with the various stakeholders, e.g. events, associations as multipliers” that can replicate the opportunities across their members etc. Mention briefly the drivers behind the mapping: agreed upon and allocated to each CSA based on specific missions for mutual benefit.

The all current NGI CSAs: HUB4NGI, NGI MOVE, SpeakNGI.EU, and Engineroom (and other projects later on) are responsible for amplifying NGI wide and each project’s communication efforts through targeted online and offline media. We have several tools available to amplify each community member news:

- NGI Web site - <https://ngi.eu>
- NGI Twitter Account: @NGI4eu
- NGI YouTube channel
- Newsletters incl. news mailing list TBD
- NGI LinkedIn group
- Facebook
- Instagram
- Social networks targeting specific stakeholder communities (specialist forums and newsletters).
- “Ad hoc” publications (e.g. NGI Forum 2017 flyer, NGI Map flyer, posters, roll-ups); all on the NGI.eu web-site
- Consistent thought-leadership and media outreach

6.1 Web

The new NGI website (www.ngi.eu) has been launched on November 6th,2017.

The NGI website is in itself a dynamic and human-centric platform consisting of smaller sites to cover all of the support actions. Acting like a one-stop shop, the NGI portal opens up the NGI ecosystem to better serve the existing NGI community and attract more new potential NGI players. Web visitors can now have fast, easy access to all NGI related resources and services available on the global, EU, regional and national levels to find e.g.:

- [Basics information](#) about the NGI
- Funding opportunities via [on-going Calls](#)
- On-going [consultations](#)
- [NGI Contact points](#) in the European Union Member States and Associated Countries
- NGI related [news](#) & [events](#)
- NGI related [initiatives](#).

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

NGI INITIATIVE

INTERNET OF HUMANS



Figure 3 – Image on the ngi.eu homepage

6.1.1 NGI Events calendar

The purpose of the event calendar spreadsheet on the [owncloud](https://owncloud.ngi.eu) file repository is to give an overview of all events relevant for coordination within the NGI. This includes all events related to NGI initiative and also Dissemination-related events. The column “G - NGI Ecosystem” on the spreadsheet indicates if the event is published or will be published on the [NGI.eu](http://ngi.eu) web. Additional columns further describe the decision process followed for selecting the event (e.g., Comms TF decision).

All CSA Projects can enter events directly on the spreadsheet. Care should be taken, however, not to flood the calendar with too many potential events that in the end have a low likelihood that they need to be considered for cross-NGI coordination. Likewise, project-internal meetings and events do not belong there. Before inserting an event, always ask yourself whether it is important that other NGI groups or projects should be aware of the event, e.g. for avoiding an overlap with the event.

Public events: The upcoming events relevant for the NGI community are published on the [NGI.eu](http://ngi.eu) web if the column “G - NGI Ecosystem” on the spreadsheet indicates “Yes”. If you want your event/workshop/hackathon etc. to be published on the website, please add it in the “NGI-events” [file](#) in the [owncloud](https://owncloud.ngi.eu).

FUTURE EVENTS



The needed event information for the [NGI.eu](http://ngi.eu) web site is as follows:

- Event's title (if needed co-location with major event)
- Location
- Date/Time

- Link to the agenda online / registration page
- Event introduction
- Benefits of attending
- Image

Web editors for NGI events (and NGI news below) assigned in the each CSA projects:

- HUB4NGI: Margherita Facca, margherita.facca@martel-innovate.com
Timo Lahnalampi, timo.lahnalampi@martel-innovate.com
- NGI MOVE: Björn Münnich, bjoern@dissemination.at
- SpeakNGI.eu: Holly Ellis, h.ellis@trust-itservices.com; Stephanie Parker
- s.parker@trust-itservices.com
- Engineroom: Katja Bego, katja.bego@nesta.org.uk (tbr with Adriana in early Jan)

6.1.2 NGI News

The NGI News are published in a similar way as the NGI events on the NGI.eu web site. The published news must address NGI wide audience. The NGI News publishing process was agreed in the Comms calls held in October as follows:

- a) Content to be published is uploaded by the originating Partner into the Owncloud directory
- b) A notification message is published on Riot
- c) Partners to return comments (or written approval) within 2 working days
- d) Once the iteration process is completed, content is published by the webmaster of the each CSA project managing that particular section of the website

6.1.3 NGI Newsletter

The NGI Newsletters are tentatively sent once per quarter (frequency will be adapted in the upcoming weeks). Each News items for NGI newsletters must be pre-published on the NGI.eu web site i.e. in a newsletter it is only needed:

- a short introduction text (160 characters incl. spaces)
- a picture; and
- a web-link to the news item on the NGI.eu web.

Newsletter timing – to be sent out on day TX:

- ToC - TX-21 days
- Draft content - TX-14 days
- Grammar checked - TX-7 days (typically done in advance for each news items already published on the NGI.eu web)

6.2 Social media

The following channels will be utilised, funnelling on them information and call to actions with the aim to increase awareness around NGI and increase the NGI Community.

Social media channels are a key channel of communication to help promote, shape and bring together an ecosystem surrounding the Next Generation Internet initiative, maintaining for it a strong connotation of openness, transparency, and democracy.

One challenge is unifying the message, voice and style of the different social media channels, and ensuring consistency in outreach between the different CSAs. To address these issues, the Communications TF has taken up the task of developing a formal editorial process for approval of individual messages, as well as developed channel-specific guidelines for each contributor to follow.

Channel	NGI ID	Example of activities
LinkedIn	NGI Group Next Generation Internet (NGI)	Facilitate regular engagement based on profiling and mapping of stakeholders etc. Group was taken over from IoT council, where we have a large base from grassroots communities, connectors, researchers, influencers, maker's community from the IoT ecosystem. The group shall develop towards a broader NGI ecosystem. Currently the group has about 11k members. Each CSA has moderator access to the group.
Twitter	NGI4EU	Drive traffic from Twitter to ngi.eu aiming for a large user base. Over time scale out the use base to include new stakeholders, e.g. researchers and start-ups not normally involved in EC work programmes, with the strategic use of handles and hashtags. Further community-specific twitter channels may be created in the future (e.g. twitter handle specifically aimed at discussing funding calls, or thought leadership).
YouTube		The process for the content approval is same as in the Twitter. After approved share any videos including its description with Margherita Facca (margherita.facca@martel-innovate.com) for publishing on the NGI YouTube channel .
Facebook	NGI4EU	Drive traffic from Facebook to ngi.eu with a large user base with posting regular updates of NGI related initiatives & topics. The main intentions are to increase NGI web traffic & increase exposure to potential citizens and experts. Including strategic use of hashtags & interaction with other related accounts on topics such as AI, Blockchain to interact with target market informally & increase overall awareness of NGI.
Instagram	ngi4eu	A feed of visual stimulation to ensure engagement on NGI topics, encouraging interaction and contribution to the consultation platform. Strategic use of hashtags to boost the exposure of NGI topics & to access an audience that differs from both Twitter & Facebook; perhaps a younger generation to capture the 'next-generation' feature of NGI.
GitHub	Tbd	A GitHub account will be launched in 2018 to share open code and datasets behind the analyses conducted for the topic identification process and other research activities. GitHub is an effective social media platform for engaging with the software development, engineering and data research communities.

Table 2 – Social media channels utilised for NGI

To avoid communication overflow and balance information coming from each CSA, some daily limits to the social media content on each channel have been agreed upon (see Sec. 7).

6.3 Traditional media (other media)

Notwithstanding continual usage of web, social media, and visibility at specialised events, the 4 CSAs will also dedicate effort to ensure presence in “traditional media”, with the main goal of further expanding outreach, especially to large numbers of European citizens that can be attracted to the European programme supporting NGI with a nationwide messaging. In fact, the reach in traditional media is going to be following a more bottom-up approach. Regional reporting leads to supra-regional and nationwide media coverage. The 4 CSAs will systematically utilise all contacts to press outlets in all regions that have already been collected. For instance, NGI Move covers France, Spain (Catalonia), Netherlands, Denmark, and Austria. Engineroom has a strong presence in the United Kingdom, Spain (Catalonia), Poland and the Netherlands. Other CSAs cover the most relevant regions in Europe.

Type of media	Category	Specific Examples
Print media	Newspapers and magazines	<p>Europe-wide/beyond: Politico.eu, UK: the Guardian, FT, The Times, The Economist, New Statesman, Prospect magazine, Spectator Magazine, The Independent, New European. Netherlands: NRC, Volkskrant, FD, Trouw, Groene Amsterdammer, Elsevier Italy: La Repubblica, Corriere della Sera, Stampa, Il Sole 24 Ore Spain: El Pais, El Mundo, ABC, La Razón, El Periodico de Catalunya, La Vanguardia France: Le Monde, Le Figaro, Les Echos, La Croix, Liberation Germany: Frankfurter Allgemeine, die Zeit, der Spiegel Belgium: De Standaard, De Morgen, Het Nieuwsblad, Het Laatste Nieuws, Le Soir, L'Echo and La Libre Belgique Poland: Denmark: Ireland: Switzerland: Austria:</p>
Digital	News/general	<p>English-language: Politico.eu, Vice, Quartz, Bloomberg Business Week, Slate Future Tense, Baffler Netherlands: De Correspondent, Follow The Money Denmark: Zetland Magasin</p>
Digital/print	Tech publications	Wired, Motherboard, ArsTechnica, TechCrunch, Tech.eu, New Scientist, MIT Technology Review, ZDNet, Verge
Mass media	Radio, tv & podcasts	<p>Television: BBC (UK) like BBC Click, NPO (Netherlands) Podcasts and radio: Guardian Tech (UK), FT’s Tech Tonic (UK), BBC World Service (UK/WW),</p>
Digital/print	Specialised Publications (non-tech)	CityLab (US), DemocracyNow (UK), Futurist
Digital	Newsletters	Future Tense (US), Nesta Newsletter (UK), AoiR community, Futurezone (AT)
Digital/print	Academic/trade press	Aeon Magazine, the Conversation

Table 3 – “Traditional” media utilised for NGI

6.4 Events

Visibility at events is one relevant lever utilised to achieve for NGI the goals of awareness and engagement.

The 4 CSAs will be active at two operational levels:

- Organisation of **NGI-driven events**;
- Active participation to relevant **3rd party events**.

Events can be:

- Physical:
 - Conferences
 - Workshops
 - “Salons” (a format from NGI Move)
 - Co-creation Workshops
 - Hackatons and data sprints (format used by EU Engineerom)
 - Talks and debates
- Virtual:
 - Webinars
 - Remote training sessions
 - Facilitated debate and “Ask Me Anything” sessions on the consultation platform (?)

NGI is after visibility with relevant stakeholders attending the events and this will be achieved by one or more of the following:

- Presentation;
- Poster session
- Videos
- Booth
- Panel Facilitation

6.4.1 NGI Move events

NGI Move Salons and co-creation Workshops are considered as instrument to create buzz. The Salons are one-day meetings moderated by the experts from the NGI Move expert pool or NGI beneficiaries. A Salon forms a specific design format. Their objective is stimulating the debate through provocative but actionable NGI scenarios with a wide variety of stakeholders, not only in the event itself, but also before and afterwards on various channels on a broader basis. The Salons are the NGI MOVE tool allowing the gathering of inputs and also the documentation of ecosystem instances. These Salons are mostly organised in co-location with existing events.

The output of the Salon activities will nurture (together with the other CSAs) the basis for the co-creation activities. Co-creation workshops will be deployed (both within the framework of events where NGI MOVE has presence and also unrelated to events) with the aim of bringing to action the outputs achieved in the activities of the salons.

6.4.2 SpeakNGI.eu events

SpeakNGI.eu has contractually committed to organise 3 Consultation-specific events. They are going to be co-located with MSs national priority topics relevant to NGI. Overall, SpeakNGI.eu will make visible the consultation platform at 100+ NGI-relevant events and this will be performed in close

collaboration and with a synergistic approach with the other NGI CSAs, as per the overall strategy defined in the present Section.

6.4.3 HUB4NGI events

The NGI Forum, organised by HUB4NGI, took place in Barcelona on September 13th, 2017⁴. With more than 160 registered attendees, 92 contributors from 18 different countries, 15 speakers, and three parallel working sessions, the Forum engaged active participants in the Next Generation Internet community from across Europe and beyond. This was a very positive result, as this event was not co-located with any other and many attendees travelled especially for it, the Forum can clearly be considered a great success.

The aim of the NGI Forum is to gather together those prominent actors that through their work and active engagement in various R&D areas are paving the way to design, build and refine the Internet of tomorrow. It is also an opportunity to share knowledge with leading experts from across a variety of disciplines, including privacy and trust technologies, decentralised data governance, discovery and identification, edge intelligence, etc. The NGI Forum 2018 is planned to take place in September 2018 in co-operation with other CSAs⁵.

6.4.4 Engineroom events

Engineroom plans to organise at least 6 events throughout the duration of the project. Events are split into two types: expert feedback and public outreach. Engineroom plans three workshops: two events specifically focused on gathering insights from data science and internet experts on the chosen topics and methodologies (“data sprints”/expert workshops) and a horizon scanning workshop which will aid the internet futures scenarios development.

At least three public-facing events will be organised to help spark engagement with the Next Generation Internet initiative, and to disseminate research findings and thought leadership activities carried out by Engineroom and the other CSAs. A first milestone event will take place in the late winter or early spring, and will focus on the topic identification findings, a second event will take place during Nesta’s FutureFest festival in July 2018, and will soft-launch the NGI Visions, and a third and final event presenting overarching findings will take place towards the end of the project.

Where possible, Engineroom will collaborate with the other CSAs to jointly-organise events, or where possible combine events to hold several at the same day and location. For example, we maximise the impact and time of invited participants, speakers and Inter-CSA members if a daytime workshop is combined with an evening salon or public event.

6.4.5 Co-ordinated visibility of NGI at events (Oct 2017-Mar 2019)

In the following table, the main NGI-driven events that will be organised by the 4 CSA and 3rd-party events that will be attended by the 4 CSA are reported (as of December 2017 – the table shall be further updated in the early months of 2018), covering both physical and virtual events.

⁴ <https://www.ngi.eu/news/2017/10/19/ngi-forum-report/>

⁵ <https://www.ngi.eu/event/ngi-forum-2018/>

Marketing & Communication strategy of the NGI initiative

Date: 22.12.2017

Dissemination Level: PP

	Date	Event	Location	Who's attending? (Main 1)
1	08/06/2017	NGI Workshop @ Poland	Poland	Hub4NGI
2	03/11/2017	Hub4NGI Webinar on blockchain	Online	Hub4NGI
3	09/11/2017	ICT Proposers Day 2017	Budapest, Hungary	Hub4NGI
4	10/11/2017	NGI Salon (1)	Budapest, Hungary	NGIMove
5	10/11/2017	Meetup @ Proposers day	Budapest, Hungary	Hub4NGI
6	10/11/2017	NGI Contact Point booth @ FOKUS FUSECO Forum 2017	Berlin, Germany	Hub4NGI
7	14/11/2017	NGI workshop @ Switzerland	Switzerland	Hub4NGI
8	14/11/2017	IOT Meetup	Barcelona, Spain	NGIMove
9	22/11/2017	NGI Salon (2)	Brussels, Belgium	NGIMove
10	29/11/2017	NGI Workshop @ Belgium	Belgium	Hub4NGI
11	08/12/2017	NGI Salon @ Fundingbox (3)	Warsaw, Poland	NGIMove
12	10/01/2018	NGIMove & SpeakNGI Webinar -Privacy	Online	NGI Move, SpeakNGI
13	17/01/2018	NGIMove & SpeakNGI Webinar - Decentralised Data	Online	NGI Move, SpeakNGI
14	18/01/2018	NGIMove & SpeakNGI Webinar - Search and Discovery	Online	NGI Move, SpeakNGI
15	25/01/2018	NGI workshop @ Germany	Germany	Hub4NGI
16	29/01/2018	NGI Assembly	Luxembourg	SpeakNGI
17	01/02/2018	NGI Award Ceremony		NGI Move
18	28/02/2018	Final Workshop NGI study (is this certain?) I thought they were trying for 3-4 Feb		NGI Study
19	11/21-22/2017	NGI Planning MT meeting	Brussels	All CSAs and EC
20	9/13-14/2017	NGI Planning MT meeting	Brussels	All CSAs and EC
21	ATE NOT CONFIRMED	NGI Planning MT meeting (mid Feb mentioned)	London has been offered	All CSAs and EC
22	Whole CSA Period	SpeakNGI driven Webinar (1)		
23	Whole CSA Period	SpeakNGI driven (2)		
24	Whole CSA Period	SpeakNGI driven Webinar (3)		
25	Whole CSA Period	NGI Move Salon (5)		NGI Move
26	Whole CSA Period	NGI Move Co Creation Workshop (1)		NGI Move
27	Whole CSA Period	NGI Move Co Creation Workshop (2)		NGI Move
28	Whole CSA Period	NGI Move Co Creation Workshop (3)		NGI Move
29	Whole CSA Period	NGI Move Co Creation Workshop (4)		NGI Move
30	Whole CSA Period	NGI Move Co Creation Workshop (5)		NGI Move
31	Whole CSA Period	NGI Move Co Creation Workshop (6)		NGI Move
32	Whole CSA Period	NGI Move Salon (4)		NGI Move
33	Whole CSA Period	NGI Move Salon (6)		NGI Move
34	Whole CSA Period	NGI Move Salon (7)		NGI Move
35	Whole CSA Period	NGI Move Salon (8)		NGI Move
36	Whole CSA Period	NGI Move Salon (9)		NGI Move
37	Whole CSA Period	NGI Move Salon (10)		NGI Move
38	Whole CSA Period	NGI Move Salon (11)		NGI Move
39	Whole CSA Period	NGI Move Salon (12)		NGI Move
40	Whole CSA Period	NGI Move Salon (13)		NGI Move
41	Whole CSA Period	NGI Move Salon (14)		NGI Move
42	Whole CSA Period	NGI Move Salon (15)		NGI Move

Table 4 – NGI-driven events

In the following table, the main 3rd-party events that will be attended by the 4 CSA are reported (as of December 2017 – the table shall be further updated in the early months of 2018).

	Date	Event	Location	Who's attending? (Main 1)
1	07/02/2017	Data Sovereignty for the Collaborative Economy and CAPS	Barcelona	
2	01/03/2017	What will the internet of the future look like? A CSaP Policy	Wolfson College, Cambridge	
3	29/05/2017	TNC17 - The Art of Creative Networking	Linz	
4	12/09/2017	COST-CONNECT workshop	Brussels	SpeakNGI.eu and NGI-Study and
5	20/10/2017	IETF 100 Panel on Future Internet - ECP Member key messages		IETF
6	25/10/2017	EC Webinar on Interactive Technologies (ICT25)	Online	
7	26/10/2017	Uprise Festival	Dublin, Ireland, UK	
8	27/10/2017	MozFest	London, UK	
9	31/10/2017	Webinar: Blockchains As A Component Of The Next Generation	Online	
10	08/11/2017	European Women in Tech	Amsterdam, Netherlands	
11	15/11/2017	Smart City Expo	Barcelona, Spain	NGIMove
12	17/11/2017	EC webinar on Augmented Reality Interoperability	Online	
13	20/11/2017	Startup Nations Summit	Tallinn, Estonia	EngineRoom
14	22/11/2017	INSCI	Thessaloniki, Greece	Hub4NGI
15	30/11/2017	Transatlantic ICT Forum (TIF) at EU Parliament	Belgium	SCOVERY, Cyberwatching.eu, ot
16	01/12/2017	EC Brokerage webinar for ICT25	Online	
17	01/12/2017	Thingscon	Amsterdam, Netherlands	NGIMove
18	07/12/2017	EC Webinar INFO SESSION ON ICT-24 AND ICT-31 CALLS	Online	Hub4NGI
19	18/12/2017	IGF 2017	Geneva, Switzerland	SpeakNGI
20	24/01/2018	CPDP	Brussels, Belgium	Hub4NGI
21	30/01/2018	RDA Data Innovation Forum	Brussels, Belgium	SpeakNGI
22	31/01/2018	INFO SESSION ON ICT-24 AND ICT-31 CALLS	Online	
23	01/02/2018	4YFN 2018		
24	03/02/2018	FOSDEM 2018 NGIstudy FINAL WORKSHOP	Brussels, Belgium	Hub4NGI
25	14/02/2018	Connected Technologies for Social Good	Geneva, Switzerland	
26	26/02/2018	4YFN	Barcelona, Spain	Hub4NGI, SpeakNGI
27	17/03/2018	IETF 101	Prague	IETF
28	01/04/2018	ETSI 5G Summit	Sophia Antipolis	
29	23/04/2018	The Web Conference 2018	Lyon, France	Hub4NGI
30	02/05/2018	Re-Publica	Berlin, Germany	Hub4NGI
31	21/05/2018	Data Justice	Cardiff, Wales	Hub4NGI
32	22/05/2018	Algorithms, Automation and News	Munich, Bavaria, Germany	Hub4NGI
33	24/05/2018	The Next Web	Amsterdam, Netherlands	Hub4NGI
34	01/06/2018	ETSI Security Week	Sophia Antipolis	
35	11/06/2018	CEBIT	Hannover, Germany	Hub4NGI
36	13/06/2018	Sonar+D	Barcelona, Spain	Hub4NGI
37	06/07/2018	FutureFest	London, UK	Hub4NGI
38	27/12/2018	CCC (Chaos Communication Congress)	Leipzig, Germany	Hub4NGI
39	01/02/2019	4YFN 2019		
40	TBA	The Conference	Malmo, Sweden	Hub4NGI

Table 5 – NGI visibility at specialised events (so called 3rd-party events)

7 Target KPIs & monitoring activities

In the table below the main target key performance indicators (KPIs) that will be utilised to monitor the overall performance of the 4 CSAs measuring their impact in promoting NGI are indicated.

NOTE: KPI VALUES TO BE FINALLY AGREED UPON AMONG ALL CSAs BY mid-January 2018

KPI	Description	Current value (Dec 2017)	Target June 2018	Target End March 2019
KPI1 – Overall NGI engaged Community Members	The sum of: registered users + social media followers + NGI events participants	To be assessed by mid-Jan 2018	9,000	15,000
KPI2 – Cumulative pageviews / unique visitors for ngi.eu ⁶		3436 / 604	20,000 / 5,000	60,000 / 20,000
KPI3 – NGI visibility at specialised events	The sum of all events (physical and virtual) where NGI has been visible either with a presentation, a booth, a poster, etc.	To be assessed by mid-Jan 2018	60+	150+
KPI4 – NGI-driven events	The events that have been organised and or promoted directly by one or more of the 4 CSAs	To be assessed by mid-Jan 2018	25+	60+
KPI5 – Appearances in traditional media		To be assessed by mid-Jan 2018	25+ in at least 5 Countries	75+ in at least 15 Countries

Table 6 – KPIs utilised in measuring the joint impact of the 4 CSAs

Monitoring of the will be performed at individual CSA level and the overall results will be consolidated at inter-CSA level. It is acknowledged that each CSA has individual and contractually-binding KPIs that will also be monitored at project-specific level to measure performance of such a specific CSA.

⁶ In one month, start on 6 November 2017

8 Conclusions and 6-month planning

Here the main conclusions of the first iteration of the overall NGI Marketing & Communication strategy:

1. The 4 CSAs have agreed on a coordinated marketing and communication strategy approach since start of the Engineroom, NGI Move and SpeakNGI.eu projects, in October 2017. The present document formalises the strategic elements of such an approach.
 2. The coordinated strategy allows for coherence of promotion of the NGI Initiative and ignites significant synergies among the CSAs, which are consequently able to optimised their limited resources.
 3. A compact set of general KPIs has been defined and is going to be finally agreed upon among the 4 CSAs in the month of January 2018.
 4. The specific actions implemented are defined in the Marketing and Communication Plans of each of the 4 CSAs.
 5. The present document will be updated within 6 months from the date of this first release, to adjust the overall marketing and communication strategy to the evolving scenario defining the NGI field.
-

9 References

- [1] Bruno Kessler Lecture by Roberto Viola, June 30, 2017.
- [2] DoA of Engineroom, October 2017
- [3] DoA of HUB4NGI, January 2017
- [4] DoA of NGI Move, October 2017
- [5] DoA of SpeakNGI.eu, October 2017

Annex I – NGI logo branding guidelines

The use of the NGI logo, claims and disclaimer in the context of the NGI Initiative and its related programmes and projects. Guidelines for beneficiaries and other third parties

9.1 Introduction

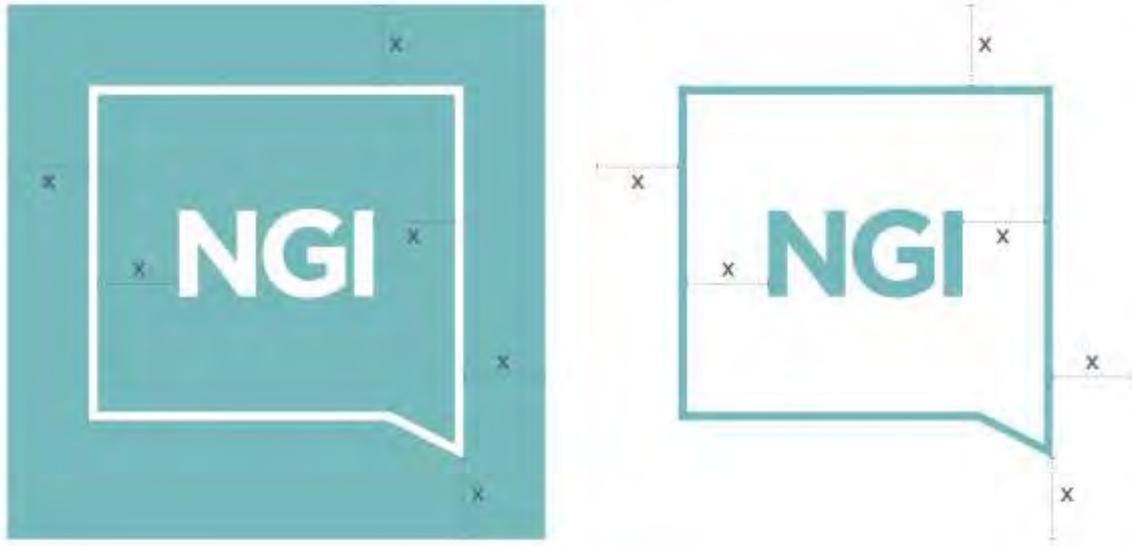
The NGI Initiative encompasses a variety of projects to work within its framework. This guide is intended for participants in the NGI Initiative, recipients of related funding, and other third parties who communicate about NGI programmes and projects to show how the NGI emblem can be used in conjunction with text referring to the NGI Initiative.

All participating organizations will apply the NGI's visual identity guidelines appropriately when communicating about NGI programmes and projects.

9.2 Graphical rules

9.2.1 Rules for the usage of the NGI logo:





9.2.1.1 Key logo color

PANTONE	3252 C	CMYK	66% 0% 30% 0%
HEX	#3ebdbf	RGB	62 189 191

With colored background (logo color or black), the logo must be white. With white background the logo must be colored. In cases where the background colour interferes with the clarity of the key logo colour, only black or white should be substituted.

9.2.1.2 Logo sizing

The minimum height of the NGI emblem using the words “Next Generation Internet” shall be 1 cm. For uses smaller than 1cm, such as avatars for social media, the emblem using only the acronym “NGI” shall be used.

9.3 Application of text about acknowledgement of NGI funding

Beneficiaries often have an obligation prescribed by regulation or contract to publicly acknowledge the support received from the NGI Initiative. This section gives a non-exhaustive range of examples of how text shall be used in conjunction with the NGI logo to communicate about NGI funding. The preferred option to communicate about NGI participation is to write “Part of the NGI initiative” or “Supported by the NGI Initiative” as appropriate next to the NGI emblem on the communication material where the NGI emblem is used. The name of the specific NGI project shall only be used if it is relevant for the intended target audience.

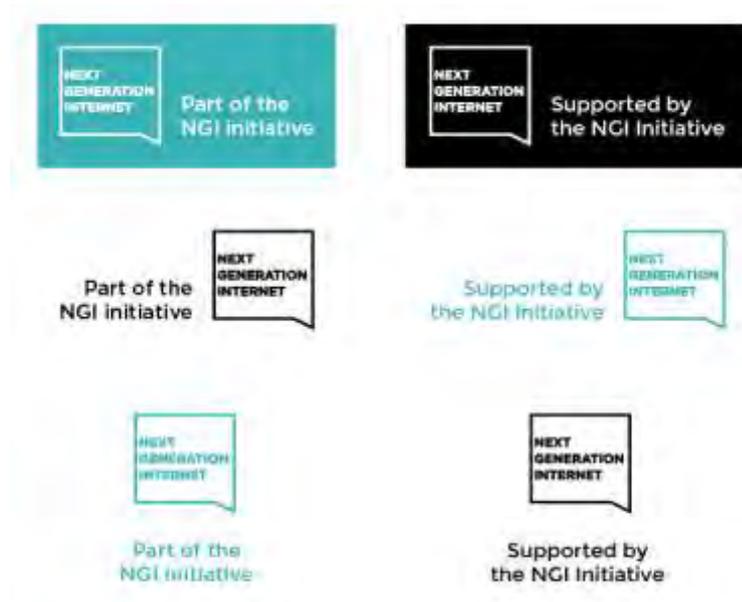
9.3.1 Basic rules

The minimum height of the NGI emblem using the words “Next Generation Internet” shall be 1 cm.

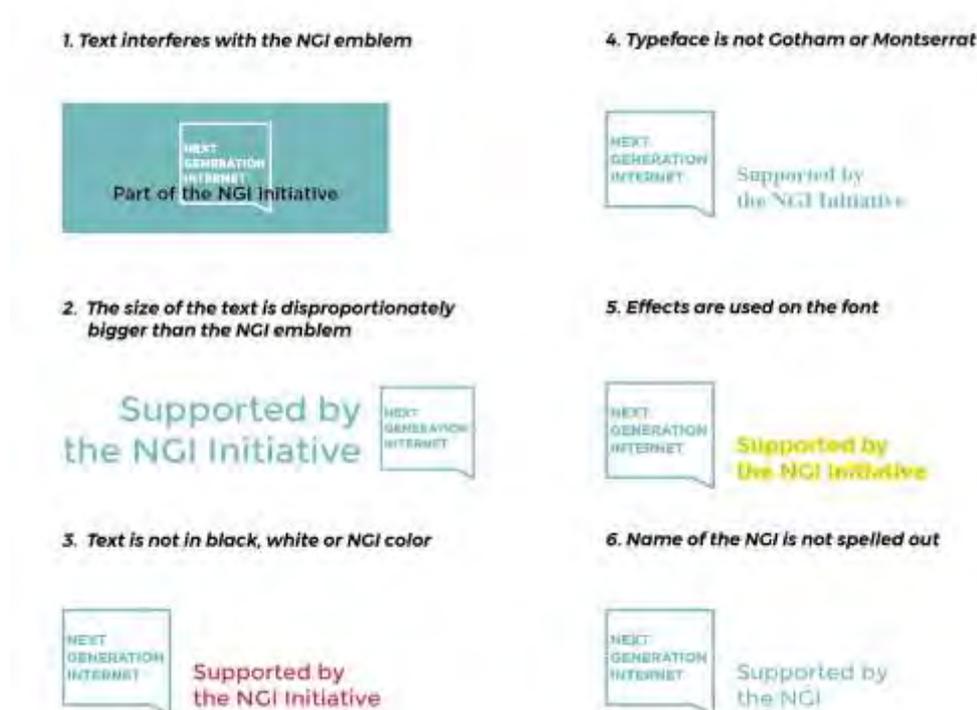
The typeface to be used in conjunction with the NGI emblem can be Gotham or Montserrat. Italic and underlined variations and the use of font effects are not allowed. The usage various weight variations depends from the size of the emblem.

The positioning of the text in relation to the NGI emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way. The font size used should be proportionate to the size of the emblem. The colour of the font should be the key logo colour, black or white depending on the background.

9.3.1.1 Examples of correct application



9.3.1.2 Examples of incorrect application



9.3.2 Using the name of an NGI programme in conjunction with the NGI emblem

The name of an NGI programme can appear with the NGI emblem. However, no graphical mark (i.e. logo) shall be created using the NGI emblem and name of the programme.

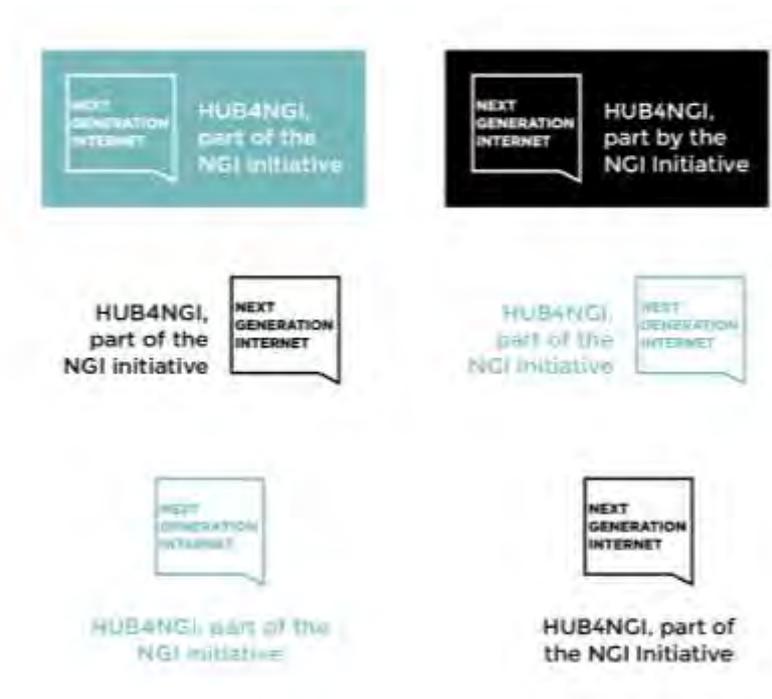
This section gives a non-exhaustive range of examples of how the name of the NGI programme or project shall be used in conjunction with the NGI emblem to communicate about the support received under a particular initiative or programme (e.g. Horizon 2020).

9.3.3 Basic rules

The minimum height of the NGI emblem using the words “Next Generation Internet” shall be 1 cm. The typeface to be used in conjunction with the NGI emblem can be Gotham or Montserrat. Italic and underlined variations and the use of font effects are not allowed. The usage of light, regular or bold variations depends from the size of the emblem. The positioning of the text in relation to the NGI emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.

The font size used should be proportionate to the size of the emblem. The colour of the font should be the key logo colour, black or white depending on the background.

9.3.3.1 Examples of correct application



9.3.3.2 Examples of incorrect application

1. Text interferes with the NGI emblem



4. Typeface is not Gotham or Montserrat



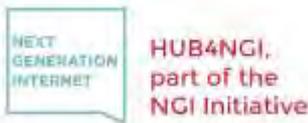
2. The size of the text is disproportionately bigger than the NGI emblem



5. Effects are used on the font



3. Text is not in black, white or NGI color



9.3.4 Using the logo of the NGI programme in conjunction with the NGI emblem

The logo of an NGI programme can appear with the NGI emblem. However, no graphical mark (i.e. logo) shall be created using the NGI emblem and name of the programme.

This section gives a non-exhaustive range of examples of how the NGI programme or project logo shall be used in conjunction with the NGI emblem.

9.3.5 Basic rules

The minimum height of the NGI emblem using the words “Next Generation Internet” shall be 1 cm. The typeface to be used in conjunction with the NGI emblem can be Gotham or Montserrat. Italic and underlined variations and the use of font effects are not allowed. The usage of light, regular or bold variations depends from the size of the emblem. The positioning of the logo in relation to the NGI emblem should only be horizontally aligned, and should not interfere with the emblem in any way.

The font size used should be proportionate to the size of the emblem. The colour of the font should be the key logo colour, black or white depending on the background.

The logo colours should be either black and white or a maximum of 2 colours. If the programme logo has more than 2 colours, black and white should be used.

9.3.5.1 Examples of incorrect application

1. NGI programme logo interferes with the NGI emblem



3. NGI programme logo use too many colors



2. NGI programme logo is disproportionately bigger than the NGI emblem



4. Effects are used on the NGI programme logo



5. NGI programme logo is putted on a vertical layout under the NGI emblem



9.3.6 Promotion of the NGI Initiative and its related programmes and projects by third parties

Promoters of the NGI Initiative and its related programmes, projects and funds should refer to the name of the NGI Initiative or related programme in their communication without using a visual mark (logo).

If the use of a graphical mark is deemed necessary (e.g. for signposting on buildings), the NGI emblem shall be used in conjunction with the name of the specific entity, be it initiative, partnership, programme, etc.

The positioning of the text in relation to the NGI emblem and the use of the font is not prescribed.

The rules that have to be observed are the following:

- The recommended typeface to be used are Montserrat and Gotham. Italic and underlined variations and the use of font effects are not allowed.
- The text should not interfere with the NGI emblem in any way.
- The size of the text and the size of the NGI emblem should be proportionate.

- The third party's logo shall not be used

9.3.6.1 Examples of correct application



9.3.6.2 Examples of incorrect application

1. Text interferes with the NGI emblem



4. Typeface is not Gotham or Montserrat



2. The size of the text is disproportionately bigger than the NGI emblem



5. Effects are used on the font



3. Text is not in black, white or NGI color



6. The third party's logo shall not be used





The NGI emblem can appear on communication material produced by promoters of NGI programmes and projects. The placement of the NGI emblem should not give the impression that the third-party promoter is part of the NGI institutions. Therefore, it is recommended to place the NGI emblem well apart from the logo of the third-party organisation.

9.3.7 General principles regarding the use of the NGI logo by third parties

Any natural or legal person ('user') may use the NGI logo or any of its elements, subject to the following conditions of use.

9.3.8 Conditions of use

The use of the NGI logo and/or any of its elements is allowed, irrespective of whether the use is of a non-profit or commercial nature, unless:

- The use creates the incorrect impression or assumption that there is a connection between the user and any of the NGI
- The use leads the public to believe erroneously that the user benefits from the support, sponsorship, approval or consent of any of the NGI or one of its partner initiatives/programmes
- The use is in connection with any objective or activity which is incompatible with the aims and principles of the European Union or the NGI

VI. Contact

If you have any questions regarding the use of the NGI logo in the context of NGI Initiative, please contact CNECT-Next-Generation-Internet@ec.europa.eu.