NGI

WEBINAR#2: THE CONTRIBUTION OF NGI IN RE-DESIGN THE POST COVID-19 SOCIETY

Louis Ferrini, Susanna Albertini

FVA new media research

NGI TETRA

WHAT WE DO?

- Coaching during TETRA bootcamps
- 20 hours of mentoring after TETRA bootcamps for the most promising businesses
- Individual master plans
- Bootcamps and webinars on the topics of
  - IPR
  - Investments
  - Public funding and public tenders
  - Marketing and Sales
  - Entering new markets
  - Etc.

TRAINING

Join our bootcamps and webinars on different topics such as intellectual property, sales and new markets, leadership skills, investments and much more.

MENTORING

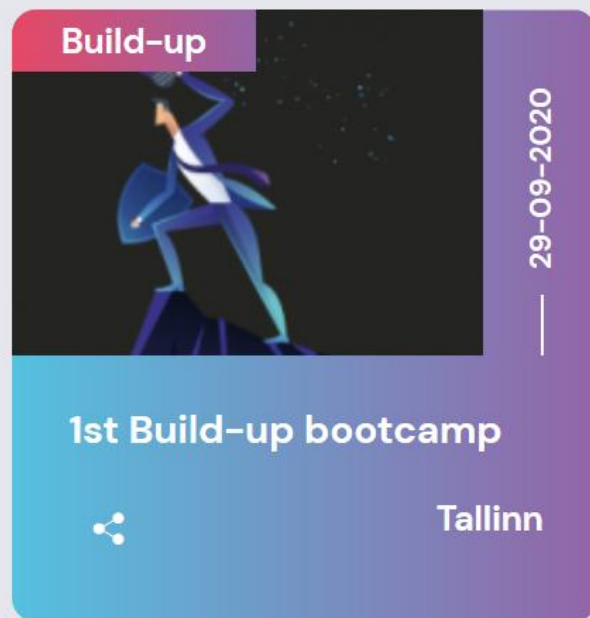Reiceive individual mentoring from experts, startup founders and investors.

BUILDING NETWORKS

Get access to Digital Innovation Hubs, connect with investors and corporations for collaboration.

More information on business.ngi.eu

Applications are open for the 1st bootcamp!

More information on https://business.ngi.eu/news-events/bootcamps/
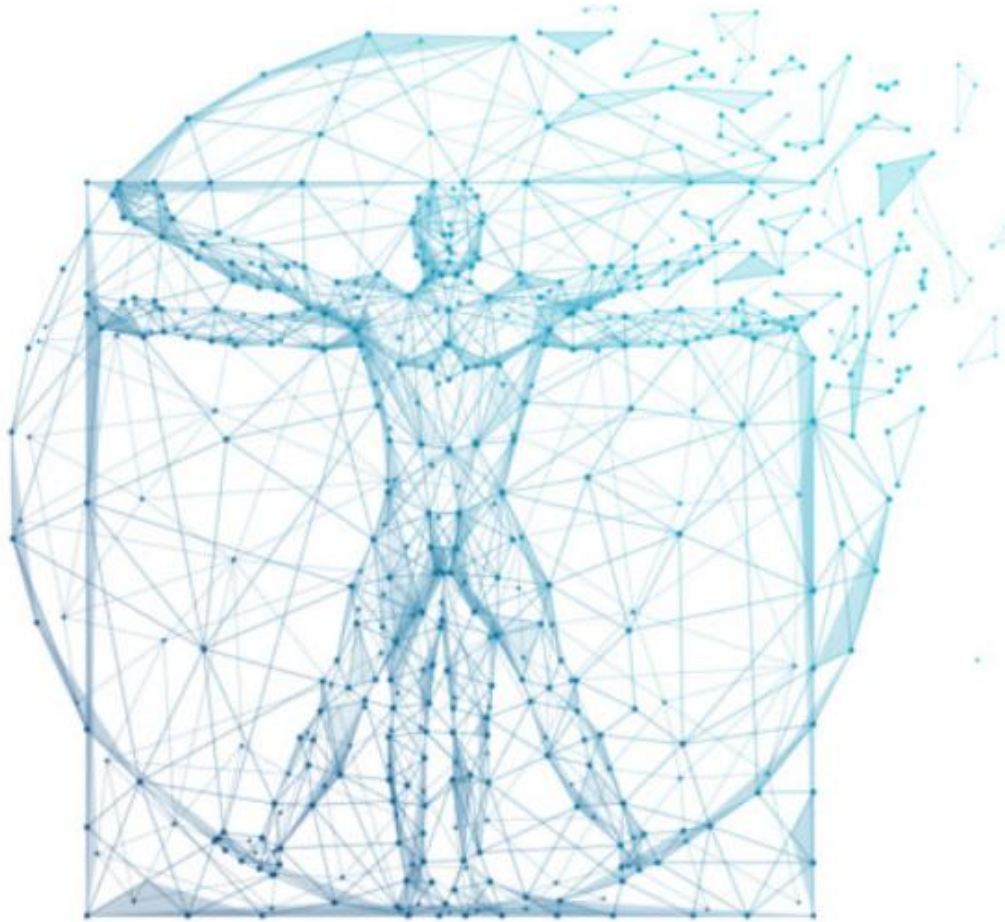
29 September - 1 October 2020
Tallin, Estonia

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OVERVIEW OF THE WEBINAR CONCEPT AND EXPECTED OUTCOMES

- Bridge the NGI mission with the rapid evolving needs of the post COVID-19 society

- Identify the emerging opportunities for NGI visionary start-ups, researchers and developers.

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HOW INTERNET OF THE FUTURE SHOULD BE?

NEXT GENERATION INTERNET INITIATIVE – CONSULTATION (2017)

- Internet should be **more human** - **social, easy, immersive, emotional**.

- Internet should avoid the **concentration of data in a few proprietary** platforms.

- Internet should **ensure diversity, pluralism** and a **right to choose**.

- Internet should **ensure citizens' sovereignty** over their own data and **protect privacy**.

- Internet should be **more inclusive, participatory** and **transparent**.

- Internet should be a level playing field for **new entrants** and **new economic models**.

- Internet should be **more resilient**, **secure and safe**, especially **for children**, **elderly** and **people with low digital skills**.

- Internet should be a **real agent of change towards sustainability**.
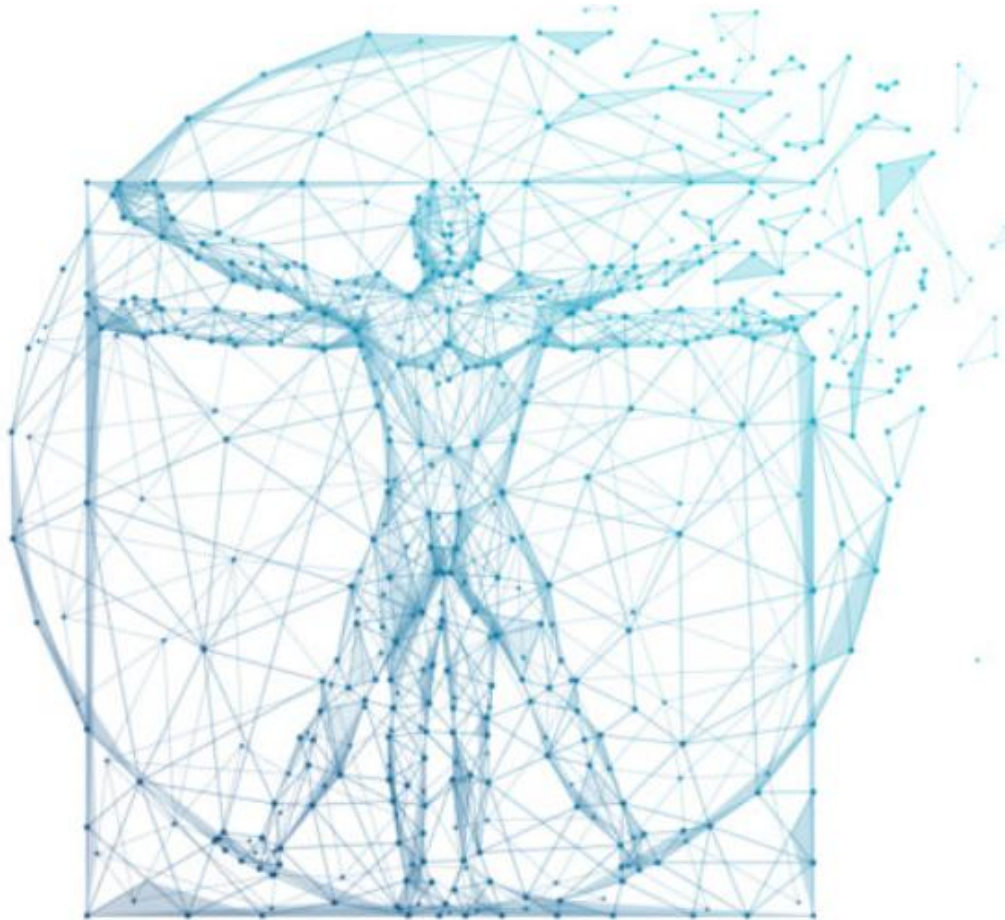
NEXT GENERATION INTERNET (NGI) MISSION

Building a **European initiative for a Human Internet** that **respects the fundamental values of privacy, participation and diversity**.

The Next Generation Internet offers new functionalities to support people's needs and to address global sustainability challenges.

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NGI VALUES

- more **human-centric Internet**

- support the **values of openness, decentralisation, inclusiveness, and protection of privacy**

- give the **control back to the end-users**

- more **transparent** services, more **intelligence**, greater **involvement** and **participation**

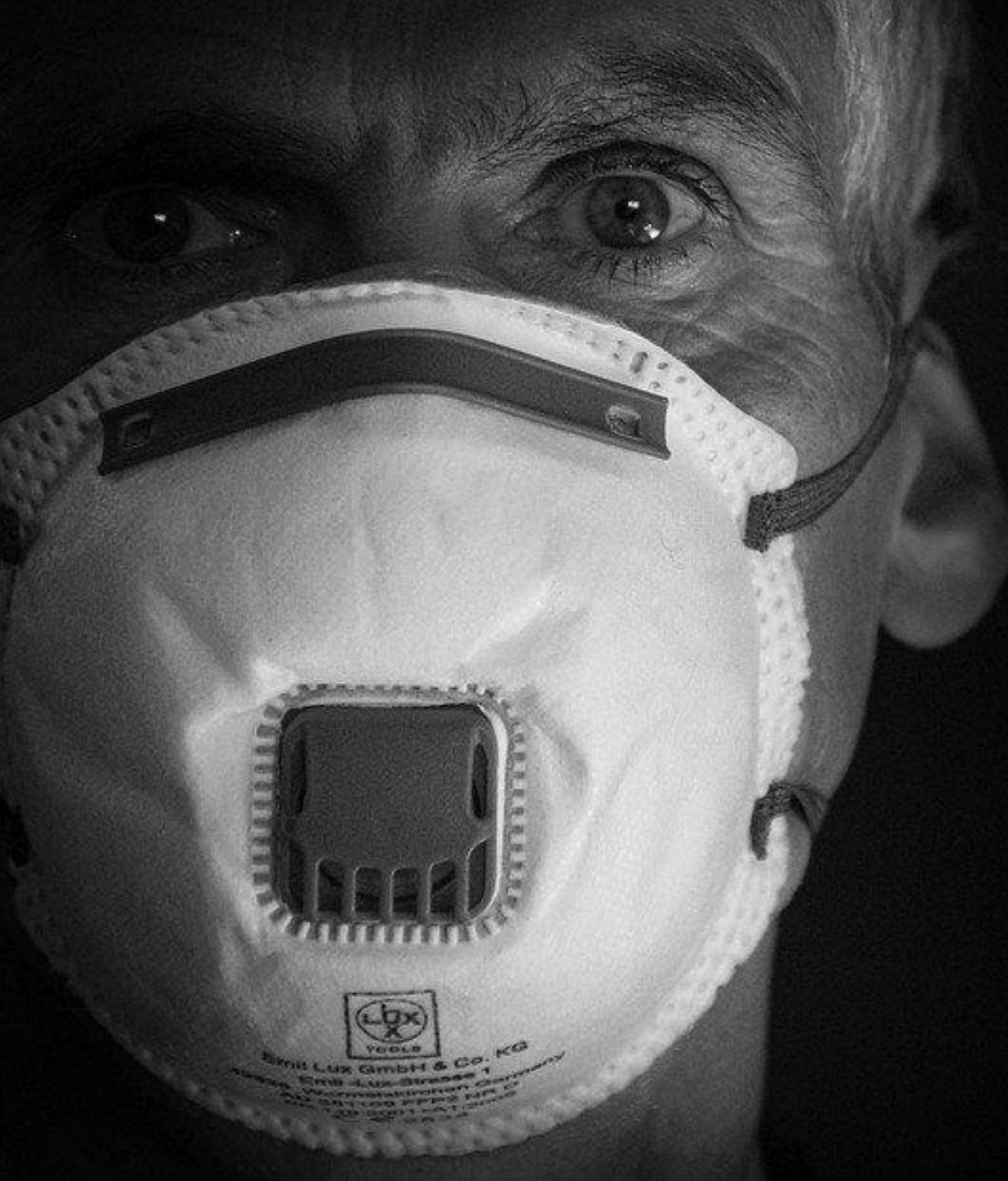- an Internet that is more **open**, **robust**, more **interoperable** and more **supportive** of **social innovation**

WHAT HAS BEEN THE CONTRIBUTION OF THE INTERNET DURING THE WORLD LOCKDOWN?

NGI TETRA
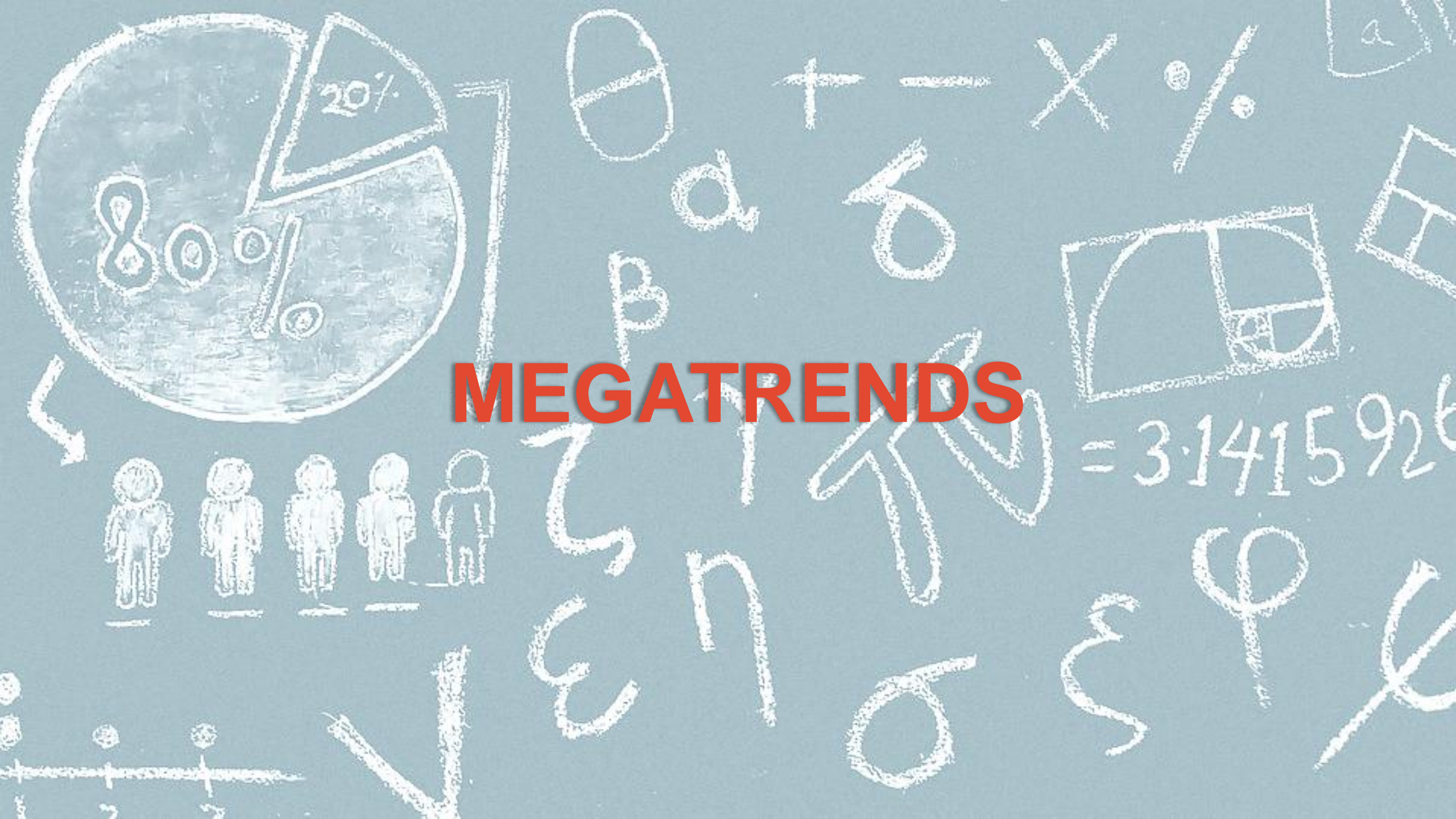
MEGATRENDS

HOW THE PANDEMIC WILL SHAPE OUR FUTURE

MEGATRENDS are impacting the post **COVID-19** society as a **global threat** but are also **unfolding opportunities**.

This pandemic, will **change the way we do business, structure our societies, run our governments, the way we work, collaborate, consume, spend, travel and educate** ourselves.

Technological Development

The application of knowledge or science to commerce or industrial processes. Both the innovation and diffusion of technologies.

Knowledge Society

Increasingly educated populations and growing economic value of knowledge where skills, information, and data constitute primary economic assets.

Acceleration & Complexity

Shortening business lifespan, innovation, and product life-cycles with greater industry convergence.

Polarisation

Growing gap between extremes, such as top and bottom market segments, at the expense of the middle and lower segment.

Individualisation

Increasing desire for personalized products and services that directly conform to the needs and interests of any particular user.

Immaterialisation

Changes in our perceptions and our values that includes a greater focus on value over volume.

Network Society

A society and operating environment where networks are shaping social interactions and organisational structures.

Demographic Development

Measurable changes in demography covering distribution and size in human population – including: urbanisation, ageing, ethnicity & religion and family composition.

Economic Growth

Overall increase in productivity and subsequent growth of wealth at a global scale.

Globalisation

The process of interaction and integration among the people, culture, companies, and governments of nations across the globe.

Sustainability

Meeting the needs of the present without compromising the ability of future generations to meet their own needs.

Focus on Health

Global movement towards improving the health and well-being, transcending all aspects of public, private, and professional lives.

Commercialisation

Areas in society and the public sector that become assigned to commercial business.

Democratisation

A process of transformation in which equality, access, and transparency are improved by accountability, decentralisation, empowerment and openness.

GLOBAL MEGATRENDS

Megatrends are major pathways of development, global in scope, and have a lifetime of at least 10-15 years.

While megatrends are expected trajectories, do not expect the development to occur linearly.

Download the CIFS Quarantine Kit here

- **Technological Development**
  - Will we see the end of cash, as Covid 19 spreads?
  - Will we test blockchain solutions for elections to avoid crowding?
  - Will autonomous vehicles be tested for delivery in quarantine zones?
- **Network Society**
  - Will informal networks become part of formal crisis responses?
- **Democratisation**
  - Will we allow substantial surveillance, if It can curb such pandemics?
  - Will individual privacy and ethic put aside during the emergency?
  - Is a democratic process not designed for an effective crisis response?
- **Focus on Health**
  - Will healthcare accelerate along with self monitoring health?
- **Knowledge Society**
  - Will universities be replaced by on demand online education?
  - Will our ability to work remotely reshape our future need for office space?
- **Commercialisation**
  - To what degree will the combination of health data available and smart cities' sensory infrastructure be misused?

GLOBAL MEGATRENDS
&
POTENTIAL
DEVELOPMENTS

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Monique Calisti
CEO of Martel Innovate
NGI4ALL

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NGI COMMUNICATION IN THE AGE OF COVID-19

- TIMELY
- INTENSE
- AUTHENTIC
- MORE HUMAN
- FAR REACHING

HOW THE NGI COMMUNICATION HAS CHANGED IN THE TIME OF COVID-19

- Cessation of live events

- Proliferation of virtual events

- NGI Webinars on COVID-19

HOW THE NGI COMMUNICATION HAS CHANGED IN THE TIME OF COVID-19

DIRECT FIT: NGI technologies addressing major needs in time of confinement

- Human-centric tech in times of crisis (in eight languages)
  https://www.ngi.eu/blog/2020/04/03/next-generation-internet-human-centric-tech-in-times-of-crisis

- "Who's NGI?" blog posts

    - CASPAR to protect children online
      https://www.ngi.eu/news/2020/03/27/whos-ngi-aleksandar-jevremovic-introduces-caspar-to-protect-children-online/

    - D4S to help students connect to their university VPN (EduVPN)
      https://www.ngi.eu/blog/2020/04/27/whos-ngi-tangui-coulouarn-and-d4s-the-cloak-of-invisibility/

    - Sylk for video conferencing
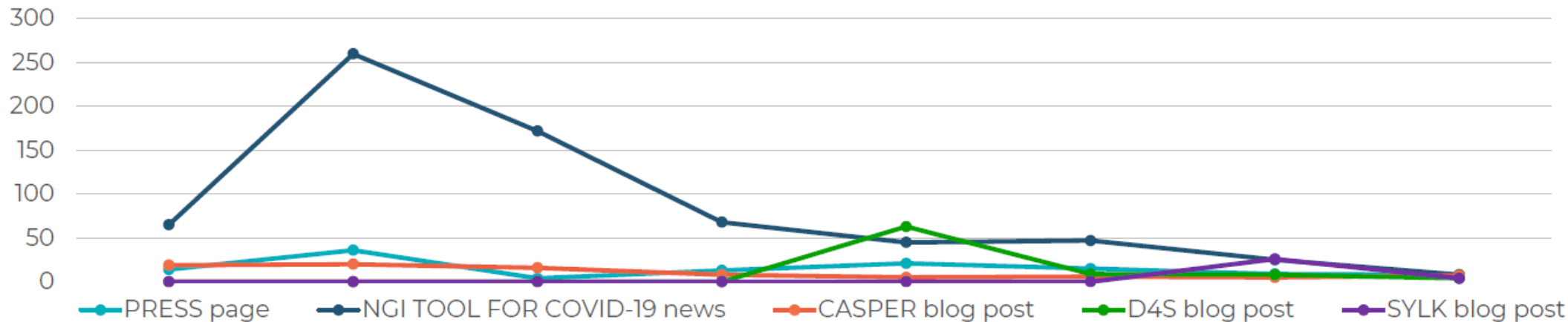   https://www.ngi.eu/news/2020/05/14/adrian-georgescu-on-how-sylk-makes-for-smooth-videoconferencing

NGI

AIM TO MAXIMIZE THE IMPACT OF NGI VISION AND VALUES VIA TARGETED COMMUNICATIONS

NGI.EU WEBSITE

- NGI COVID-19 news on the website reached 10% of the total unique users of the portal (01/04 – 20/05)

- Total unique visitors ± 700

- NGI COVID-19 press release downloaded 435 times (all languages)

Legend: PRESS page · NGI TOOL FOR COVID-19 news · CASPER blog post · D4S blog post · SYLK blog post

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HOW TO MAXIMIZE THE IMPACT OF NGI VISION AND VALUES VIA TARGETED COMMUNICATIONS

NGI TWITTER ACCOUNT

- **NGI COVID-19 tweet was the top tweet in April with 11,500 impressions / 263 engagement >2%**

- Further 3 Tweets on COVID and NGI innovators cumulated 17,000 impressions with 160 engagements


Impressions	11,534
Total engagements	263
Detail expands	84
Link clicks	66
Retweets	35
Media engagements	28
Likes	25
Profile clicks	21
Hashtag clicks	3
Replies	1

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MEDIA COVERAGE OF NGI TOOLS FOR COVID-19

Approximate reach from the COVID-19 media push is 2 million from national press with international reach including Belgium, France, Romania, The Netherlands and the UK.

https://www.ngi.eu/press/#media-NGI-tools-for-COVID19

✓ Announce in the news of the radio station *Nostalgie Belgium* (n°1 national radio).
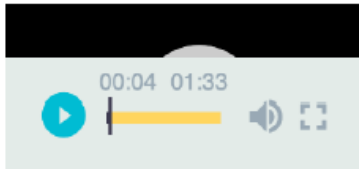
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NGI

Iwa Stefanik
NGI Explorers

WHAT ARE THE MEGATRENDS EMERGED IN THE LAST 2 MONTHS THAT WILL IMPACT ON THE FUTURE INTERNET?
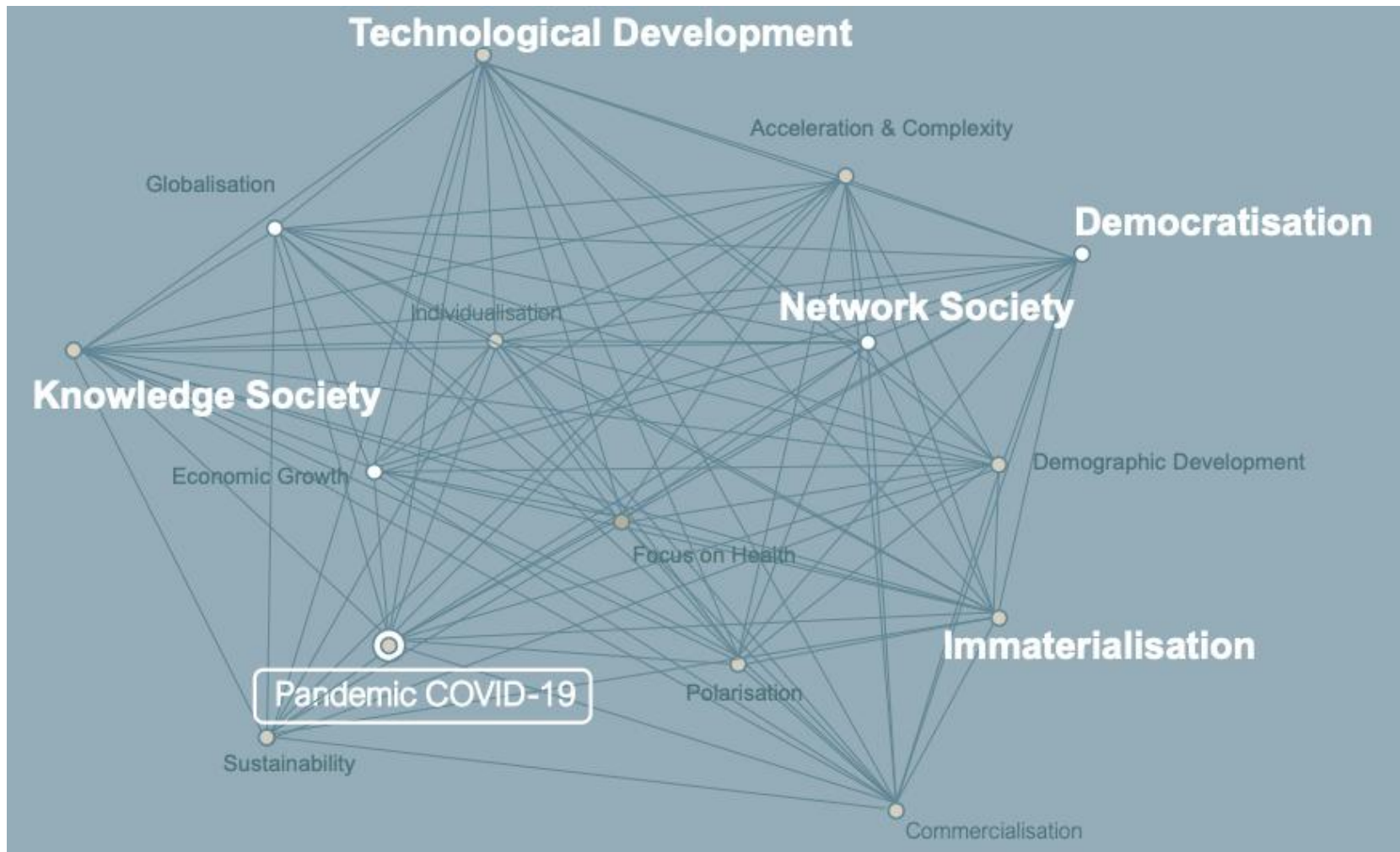
HOW NEXT GENERATION INTERNET VALUES COULD BE CONNECTED TO THESE MEGATRENDS TO CONTRIBUTE TO A BETTER SOCIETY FOR THE POST COVID-19?
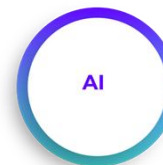
Utilise uncertainty as an enabler of change and use the state of crisis to rethink established practices and search for opportunity.

NGI EXPLORERS

Stimulate & exploit NGI products/ services

Build a cooperative & vibrant ecosystem

Foster EU-US exchange in NGI

AI Blockchain Big Data IoT

5G Cyber-security Cloud/Edge Computing

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Jim Clarke
Telecommunications Software & Systems Group (TSSG) at the Waterford Institute of Technology (WIT)
NGI ATLANTIC

NGI TETRA

WHAT ARE THE MEGATRENDS EMERGED IN THE LAST 2 MONTHS THAT WILL IMPACT ON THE FUTURE INTERNET?

Practical examples of megatrends	Mapping to NGIatlantic.eu Open call 1 topics (deadline 29 May, 2020)
Making sure that contact tracing approaches are preserving fundamental rights of privacy and data protection of citizens and don't have scope creep afterwards.	Call topic 1. **Privacy and Trust enhancing technologies** – development of robust and easy to use technologies to help users gain improved trust and greater control when sharing their personal data, attributes and information.
Data science approaches: EU and US already working together on crunching big data; raises issues related to how data is presented, centralised / decentralised, portability, bringing health care more into the online world, AI and humans needs to work hand-in-hand to attain trust of users.	Call topic 2. **Decentralised data governance** - leveraging distributed open hardware and software ecosystems based on blockchains, distributed ledger technology, open data and peer-to-peer technologies with particular focus on ethical, legal and privacy issues, as well the concepts of autonomy, data sovereignty and ownership, values and regulations.
Use of AI for a. tackling misinformation and hate speech, b. prediction-based treatments based on large data sets of symptoms and treatments response, c. scanning scientific literature in efforts to find effective treatments, d. monitoring infection rates and trends, and others….	Call topic 3. **Discovery and identification technologies** - new methods of search, discovery, and access of large heterogeneous data sources, services, objects and sensors, devices, multi-media content, etc.

HOW NEXT GENERATION INTERNET VALUES COULD BE CONNECTED TO THESE MEGATRENDS TO CONTRIBUTE TO A BETTER SOCIETY FOR THE POST COVID-19?

- Accessibility – NGI technologies should be accessible to all: make solutions available, affordable, etc.;

- Inclusion – make sure to be inclusive: NGI teams are working with all the diaspora of communities to ensure the different needs and contexts are catered for by the technologies developed;

- Ethics – by – design – having ethics built in all design stages of development in AI - very good work by The High-Level Expert Group on Artificial Intelligence (AI HLEG) on Ethics Guidelines on Artificial Intelligence: The Guidelines put forward a human-centric approach on AI and list 7 key requirements that systems should meet in order to be trustworthy. These requirements will go through a piloting process designed to assess the design process in terms of privacy and data protection, who can see and use the data and for what, looking at issues related to inclusivity, preventing discrimination, etc.

- Need the participation of both technologists and policy and decision makers in a balanced way to build the green and digital future we want to have post COVID-19;

- Upskill the communities so they can use the NGI technologies to address the problems;

- Interesting resources on Commission Recommendation on a common Union toolbox for the use of technology and data to combat and exit from the COVID-19 crisis:
  - https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1587153139410&uri=CELEX%3A32020H0518
  and More specific on contact tracing:
  - https://ec.europa.eu/commission/presscorner/detail/en/IP_20_670

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NGIatlantic.eu Open Call 1 details: https://ngiatlantic.eu/1st-open-call

Katja Bego
Nesta's technology
NGI FORWARD

The digital divide and rising inequality

NGI FORWARD

(De)globalisation and tech geopolitics

Want to read more?

Longread

**The Great Unwinding?
Charting post-COVID-19
futures for the internet**

https://research.ngi.eu/longreads/the-great-unwinding-charting-post-covid-19-futures-for-the-internet/

NGI FORWARD

OVERVIEW

Supporting NGI Architects

NGI POINTER aims to find ambitious "NGI architects" to change the underlying fabric of the internet and the web, by supporting promising bottom-up projects that are able to build, on top of state-of-the-art research, scalable protocols and tools to assist in the practical transition or migration to new or updated technologies, whilst keeping European Values at the core..

Up to 5.6 M€ funding   **2 open calls**   **1. June**
                                                      End of 1. call

√   Open source infrastructure-oriented open call targeting technical enhancements in one of ten challenges

√   Up to 50k Euro funding for individuals and up to 200k funding for SMEs, Startups, Organisations

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NGI ARCHITECTS

"**People with an ambition of changing the Internet and Web with European Values at the core**"

They can be Researchers, Activists, Open Source, Hackers, SW/HW developers, acting on an individual basis or under an established entity, so both natural and legal persons will be eligible for funding.

NGI POINTER CHALLENGES: THE CRITERIA (1/3)

Privacy-by-Design	Internet at the Edge	Network Optimisation	Virtualisation and Isolation	Limitations of the IP/TCP Protocol Suite
Autonomous Networks and Operations	Energy Efficiency	Industrial Internet Security	Trust for New Internet/Web Users	Open Disruption of Internet Architecture

THE CRITERIA (1/3)

Minimum Quality Criteria (minimum 2/5)
- Experience contributing to open source
- Experience contribution to Internet Architecture community
- Experience contributing to scientific publications in the Internet Architecture fields
- Experience contributing to an Internet or Web SME/start-up with European Values
- Experience contributing to the Internet and Web communities through other means

Impacts (minimum 2/3)
- Demonstrable Internet Architecture Renovation
- Open source contributions
- Standardization and roll-out potential

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NGI Architects – the person(s) is/are very important.

Legal or **Natural** Persons: European-based researchers, developers, hackers, internet activists, SMEs, startups, Universities, etc.
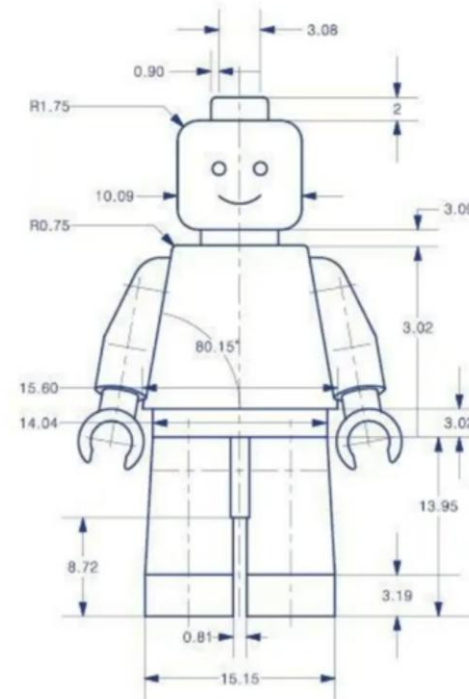
WHAT YOU GET

12 Month Program

Up to 200k funding

Mentoring support

OPEN CALL: WHO IS ELIGIBLE?

Applicants can be Natural(e.g. **researchers, developers, hackers or internet activists**) or Legal persons (e.g **Universities, Research Institutes, SMEs or startups**) with proven experience in internet architecture (protocols and open source software and hardware that are used to manage the Internet).

Natural persons must have required nationality or permits and visas to reside in one of the eligible

Countries
The Member States of the European Union, The Overseas Countries and Territories (OCT) linked to the Member States2, Associated Countries to H20203.

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THANK YOU

https://ngi-pointer-open-call.fundingbox.com/

Let's Look SEARCHES

People leave a digital footprint

They search for needs? Not only

They search for TRENDS

WHAT MAKES A MAN?

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Google Trends — Coronavirus: a month in search

Searches that reached an all-time high

"Help the community" — Worldwide

"Help the elderly" — Worldwide

"How to volunteer" — Worldwide

"food donation" — Worldwide

"local restaurants" — Worldwide
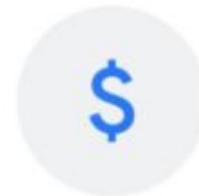
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SEARCHES in Europe

1. **What people know:** Seeking timely and accurate information from trusted sources

2. **How people make a living:** Changes to work and finances

3. **How people feel:** Wellbeing, connection, and community

4. **How people learn:** Formal and informal education for children and adults

5. **What people do:** Spending time and money in new ways

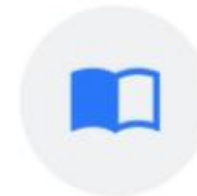| 1	2	3	4	5
What people know	How people make a living	How people feel	How people learn	What people do

Nutella

13 maggio alle ore 16:45 · 🌐

Nutella® and Amazon Alexa make it easy for the whole family to participate in breakfast. Say "Alexa, open Nutella creations" to unlock recipes, games and more! #WakeUpToWow #AlexaSkills

"Alexa, open Nutella Creations."

49

👍 Mi piace   💬 Commenta   ↪ Condividi

Commenti: 5 Condivisioni: 2

Nutella

8 maggio alle ore 15:34 · 🌐

There's only one way to eat banana bread and that's with Nutella® hazelnut spread. 😍
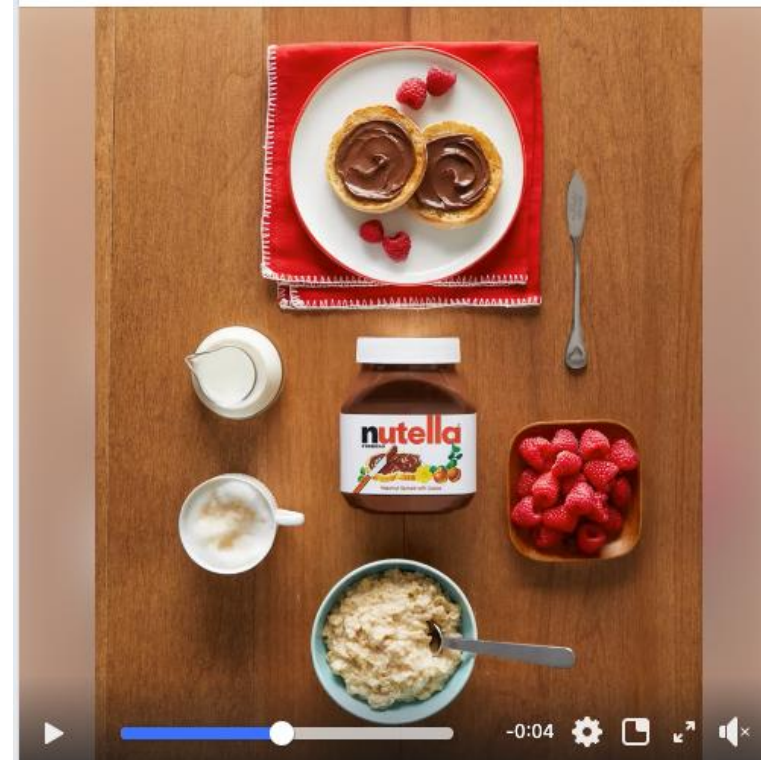
102

👍 Mi piace   💬 Commenta   ↪ Condividi

Commenti: 27 Condivisioni: 16

Nutella

15 aprile · 🌐

#WakeUpToWow with the perfect breakfast rotation to start off your Wednesday!

-0:04

31

Commenti: 2 Condivisioni: 4

47

Post 1 (left):

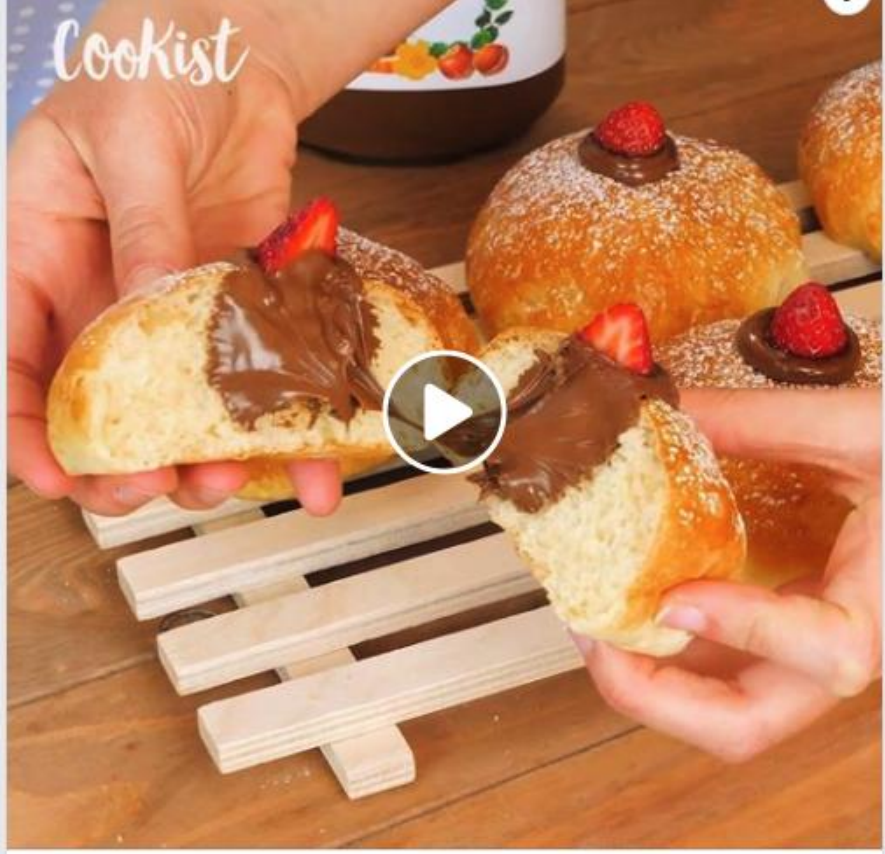Nutella
29 aprile alle ore 17:11 ·

I vostri muffin verranno perfetti al primo tentativo? Chissà, ma con un po' di Nutella® sarà comunque un successo! Seguite la ricetta e mostrateci la vostra arte. 👨‍🍳 bit.ly/Ricetta_NutellaMuffinYogurt

DEDICATO A CHI...
SI È SCOPERTO PASTICCIERE.

nutella

👍❤️😮 Davide Scialpi e altri 19.016   Commenti: 1021   Condivisioni: 2050

Post 2 (center):

Nutella con Cookist.
Partnership pubblicizzata ·

A provare nuove ricette ci hai preso gusto? Non immagini quanto ce ne sia dentro questi soffici e cremosi bomboloni al forno con Nutella®. 😊

Cookist

👍❤️😮 35.058   Commenti: 3283   Condivisioni: 37.428

Post 3 (right):

Nutella
3 aprile ·

Nutella® finita? No panic! Sei pronto per la #VasettoChallenge: prendi il tuo vasetto vuoto e dagli nuova vita con ciò che hai in casa! Tema del secondo round: giardinaggio. 🌵

VASETTO CHALLENGE
n°2
IL TEMA È...
GIARDINAGGIO
nutella

👍❤️ Tu, Sabry Busato e altri 14.503   Commenti: 1849   Condivisioni: 955

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HOW CAN NGI CONTRIBUTE TO RE-DESIGN THE FUTURE
OF THE INTERNET ON THE POST COVID-19 ERA?

GO TO **WWW.MENTI.COM** AND USE THE CODE **81 36 85**

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Monique Calisti
CEO of Martel Innovate
NGI4ALL

THE NGI COMMUNICATION QUICKLY BROKE THROUGH THE ONLINE NOISE AND MADE THE NGI VISIBLE TO NEW AUDIENCES

All eyes on the Internet, literally!

- When the physical world is replaced by the digital, <u>the Internet is the essential backbone</u> for the whole society and economy

BUT

- <u>Major risks</u> to delegate so much of us to the Internet <u>become more severe and evident</u> – cybersecurity risks, loss of privacy, misinformation, etc.

NGI IMPACT - THE WAY AHEAD

NGI GATHERED MORE ATTENTION AND INCREASED ITS OUTREACH

➢ The NGI vision, message and values are directly aligned with the needs of the society as highlighted by this major global crisis

➢ The need for a more open, accessible, inclusive, trustworthy and secure Internet is here to stay and actually increase

➢ The value of the NGI initiative transcends the COVID emergency crisis and is key to shape Europe's digital future

➢ We must continue voicing the innovators, promoting the NGI concepts, technologies and solutions by means of concrete success stories and best practices examples

➢ We have to carefully listen to the needs of our society and speak different languages
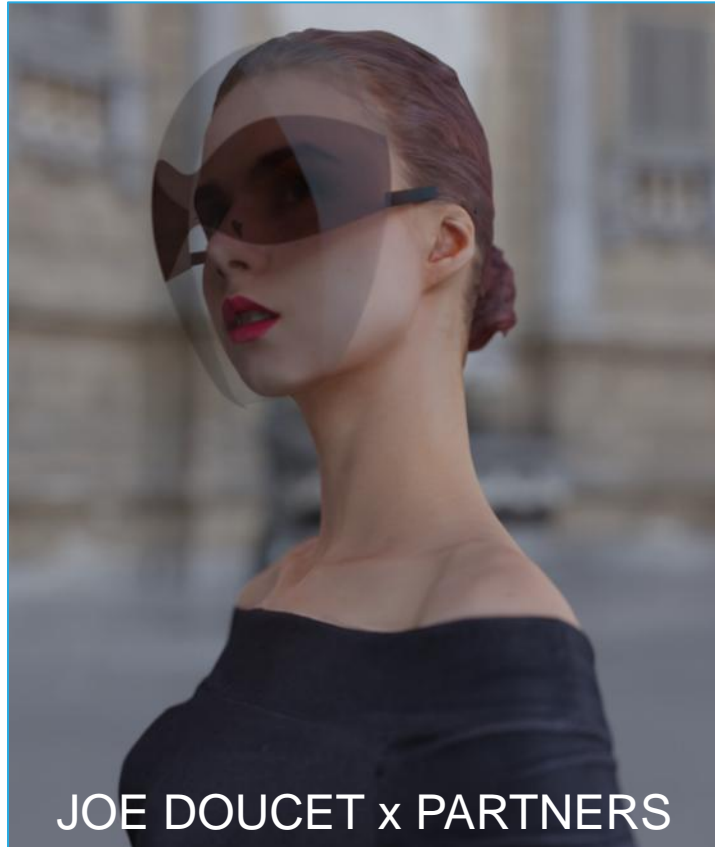
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STAY UP TO DATE
AND GET INVOLVED!

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/company/ngi4eu

/channel/UCafmIQ_fwe_FiwiiYj6QLUA

COVID-19 CRISIS
TURN A CHALLENGES INTO OPPORTUNITIES

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TURN CHALLENGES INTO OPPORTUNITIES

JOE DOUCET x PARTNERS

- "**necessity is the mother of invention**"
- **do not just think about all the negatives**, but **continuously innovate**
- be **resilient** to a series of scenarios
- **don't be anchored to the paradigms of the past** or a specific contingency plan
- **reinvent yourself** and **not resist passively** to the crisis

NGI INITIATIVE SUPPORTS YOUR INNOVATION

239 PROJECTS FOUNDED SO FAR

1062 OPEN CALLS PROPOSALS SUBMITTED

35 COUNTRIES ON THE NGI MAP

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FUND YOUR IDEA!

DON'T MISS
THE NGI OPEN CALLS

DISCOVER IT https://www.ngi.eu/opencalls/

UPCOMING WEBINARS

„Where to get money - investors, grants or crowdfunding?"

27 May 10AM CEST

More information and registration on
https://business.ngi.eu/news-events/webinars/

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GET IN TOUCH!

INFO@TETRAPROJECT.EU