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TagItSmart
Smart tags driven service platform for enabling ecosystems of connected objects

Grant agreement 688061

Communication and Dissemination Plan and Report on Activities v2

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Document history

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Section 1 - Introduction

This deliverable is the second iteration of the communication and dissemination plan and report on activities of the TagItSmart project. Following the targets set out and channels identified in [1], for fostering both internal as well external communication and awareness of the project's key results to a broad audience of academics, professionals, stakeholders and even members of the general public, this deliverable presents a detailed break down of these activities performed during the 1st year of the project.

Building on the key novel idea of using SmartTags and the numerous application areas and market sectors that can benefit from this, TagItSmart has been very active in many diverse areas of dissemination and communication in an attempt to reach out and engage as many people as possible, make them aware of the project's work and also get back useful feedback, which -especially in the early stages of a project- can be extremely beneficial for further improving the project's approach and targets.

The rest of this deliverable is structured as follows. In Section 2 we present the activities targeted at internal communication and dissemination. These some times can be neglected but they are, however, crucial for ensuring that partners have a common view and understanding of the project and tasks that need to be undertaken, especially when they require joint efforts (which is the case in collaborative EU projects). Section 3 presents the activities targeted at external to the project audiences that can range from members of the general public to very specialized professionals, end-users and stakeholders (it is worth noting that regarding the latter, many more details on stakeholder engagement activities can be found in [2]). Finally, Section 4 summarizes this deliverable and sets out the targets for follow-up communication and dissemination activities in the 2nd year of the project.

Section 2 - Internal communication and dissemination

This section presents in detail the activities undertaken to ensure a common view and foster an efficient working environment among the project partners themselves. Five main types of activities have been setup and undertaken for this purpose, that are:

- Face to face meetings
- Teleconferences
- Project repository
- Project mailing lists
- Project templates

For each respective category we give further details regarding what each activity entailed, what has been the respective frequency etc.

2.1 Face to face (F2F) meetings

The project held so far three plenary F2F meetings of 2-days duration each:

- Kick-off meeting in Novi Sad, Serbia, 3-4 February 2016
- Meeting in Helsinki, Finland, 25-26 May 2016
- Meeting in Hayes, UK, 25-26 October 2016

In addition to these plenary meeting, smaller groups of partners have also had smaller scale meetings whenever further and more specific synchronization was needed. Below is a list of such meetings:

- On May 24th 2016, Unilever hosted a visit by Rob van Kranenburg (RD) and Delfina Fantini Van Ditmar (RD) in Port Sunlight, UK. RD presented on the Internet of Things, discussed the use cases and the Open Calls.
- On October 24th 2016, David Snelling (FLE), Sunil Vadgama (FLE) and Rob van Kranenburg (RD) discussed the use cases and the Open Calls in Hayes, UK.
- EVT and DONDE discussed the Lifecycle management use case in London, UK, October 24th 2016.
- On April 22nd 2016, DNET and PICOM visited the Shopping Innovation Lab resource centre in Lille to assess the opportunities for the Home Services use case integration tests.
- VTT and FLE had a meeting in Helsinki, Finland on May 24th 2016 to discuss functional ink technologies.
- UNIS and FLE had a meeting in UNIS premises, Guildford, UK in January 2016 for discussing the technical concepts of the project.
- UNIS and UPC had a meeting in UNIS premises in November 2016 for discussing encoding options for SmartTags.
- UNIS and FLE had a meeting in UNIS premises in October 2016 for the M9 review preparation.
- VTT and UPC had a meeting in UPC premises in November 2016 for discussing e.g. printing functional codes for the labels, plans for coming meetup and consumer participation in concept evaluation.

- On May 10th 2016, Unilever gave internal presentations to research focused internal Unilever personnel on opportunities from TagItSmart and IoT, in Port Sunlight, UK.

2.2 Teleconferences

In order to foster collaboration, the project has been holding bi-weekly 2-hour duration teleconferences using a GoToMeeting bridge throughout Year 1. During these sessions, issues related to technical work and corresponding deliverables have been discussed, giving the opportunity to all involved partners to raise issues/concerns as well as provide ideas for the way forward.

In addition to these WP-level teleconferences, smaller groups of partners have also had other smaller scale teleconferences whenever further and more specific synchronization was needed. Below is a list of such teleconferences:

- TFE participated in a phone conference with RD in October 2016 to discuss the possibility, content and venue for upcoming stakeholder meetings.
- TFE and Unilever held a teleconference in November 2016 to discuss the use of TFE's NFC labels in the Lifecycle Management use case.
- UNIS had dedicated teleconferences with SIE, UPC and DONDE for the needs of reporting in technical deliverables.
- UNIS had dedicated teleconferences with DNET, FLE and RD for project management purposes.

2.3 Project repository

TagItSmart has been using a file repository set up by VTT at https://workspace.vtt.fi/. It is a SharePoint based environment that allows hosting, sharing and updating of working documents in an easy way.

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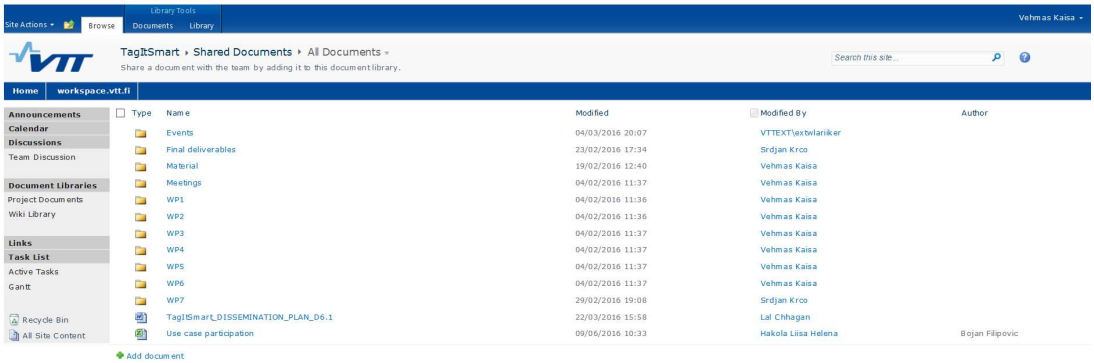

Figure 1.TagItSmart project repository

In addition, an internal discussion forum for the TagItSmart project has been setup using VTT's Owela platform (Owela.fi) to better organise discussions on a per-topic level so they can be found at a central point of reference.

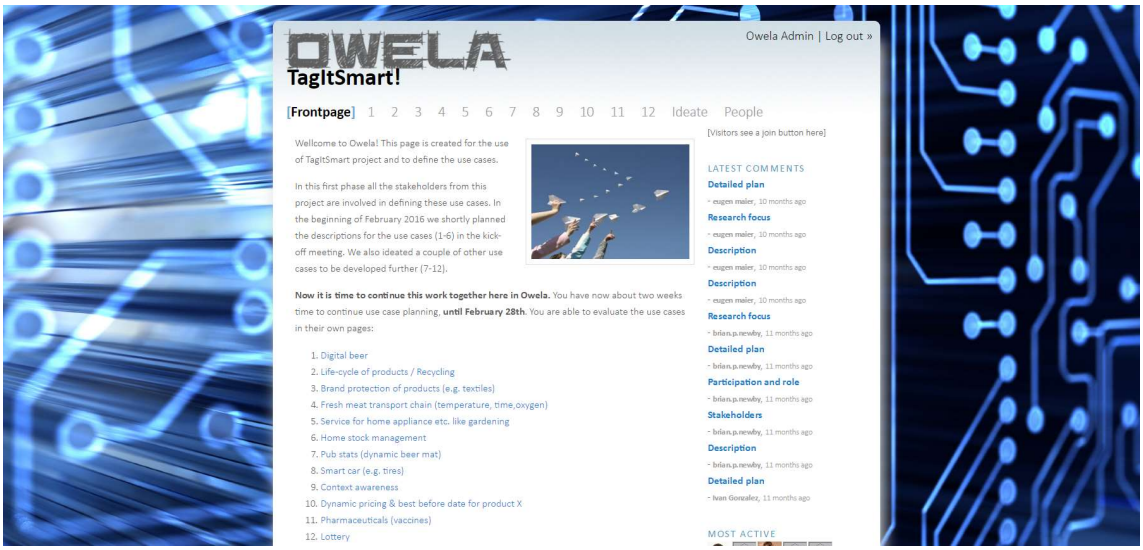

Figure 2. TagItSmart Owela platform page

2.4 Project mailing lists

The project has two mailing lists set up:

- tagitsmart-tech@tagitsmart.eu, for technical discussions
- tagitsmart-admin@tagitsmart.eu, for administrative and financial matters

2.5 Project templates

The project coordinator (DNET) created official word and powerpoint templates to be used for all project reporting and presentation purposes. These were uploaded in a dedicated folder in the project's repository.

TagItSmart!
Smart Tags driven service platform for enabling ecosystems of connected objects

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TITLE

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Figure 3. TagItSmart word document template

Figure 4.TagItSmart powerpoint presentation template

Section 3 - External Communication and Dissemination

This section presents in detail the activities undertaken to ensure the project becomes visible and impacts as broad as possible community (both in numbers and interests). Nine main types of activities have been setup and undertaken for this purpose, that are:

- Web presence
- Public documents
- Public communication
- Stakeholder meetings
- Organisation and participation in dissemination events
- Training
- Demonstration activities
- Collaboration and liaisons with other EU projects/initiatives

For each respective category we give further details regarding what each activity entailed, what has been the respective frequency (when applicable) etc.

3.1 Web presence

The official project website (http://tagitsmart.eu/) was created and is being maintained by UNIPD. It is regularly updated to include project news and activities.

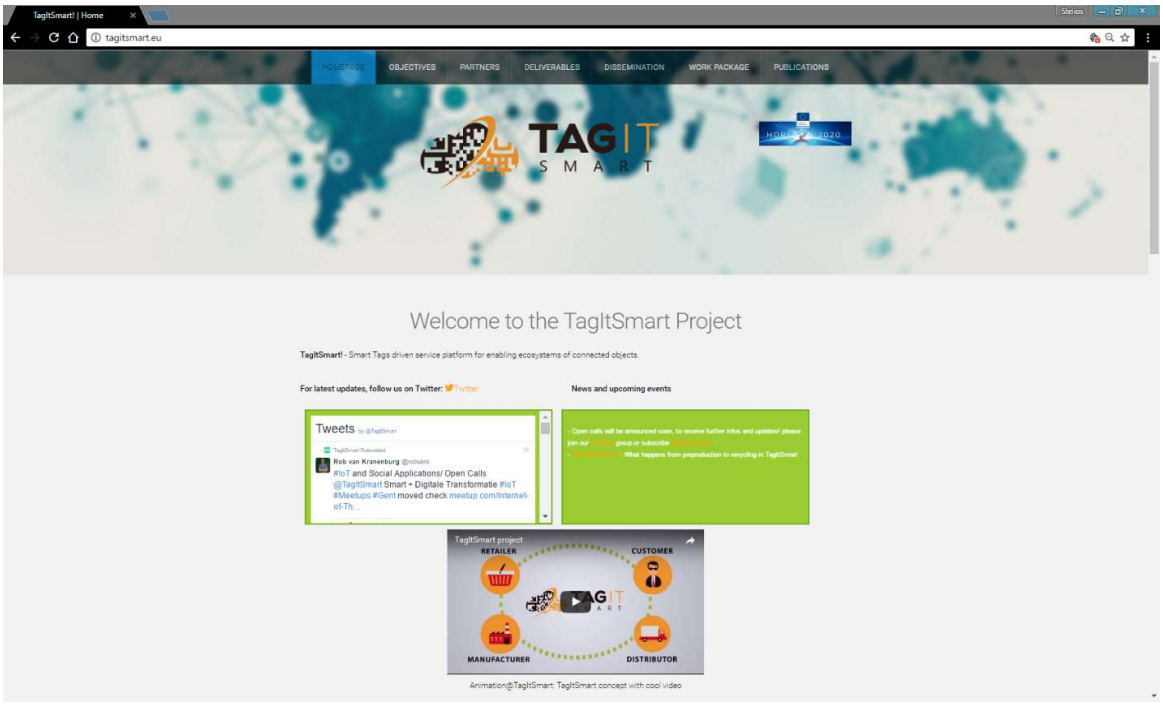


Figure 5. First page (upper part) of the TagItSmart website

In addition to the project's official website, DNET has also added related TagItSmart focused areas in their organisations' website

- TagItSmart is described in DunavNET's official website in the section **Projects**: http://dunavnet.eu/projects

  The project is also mentioned in the corporate website section **News:**
  http://dunavnet.eu/iot-meetup-vienna
  http://dunavnet.eu/informatika-2016
  http://dunavnet.eu/tagitsmart-at-futurecomnet-workshop-in-skopje
  http://dunavnet.eu/dunavnet-at-net-futures-conference
  http://dunavnet.eu/iot-day-meetup
  http://dunavnet.eu/dunavnet-organizes-iot2-europe
  http://dunavnet.eu/tagitsmart-project-kick-off-meeting

3.2 Public documents

The project is aiming to maximize its visibility by also making as many deliverables as possible public. In that direction, the following is a list of deliverables released at public dissemination level by M12.

- TagItSmart D1.1 deliverable "Use Case Descriptions, Requirements and Market Analysis v1", June 2016.
- TagItSmart D1.2 deliverable "Initial TagItSmart Reference Architecture and API Description", January 2017.
- TagItSmart D2.1 deliverable "Semantic Model for FunCodes", January 2017.
- TagItSmart D3.1 deliverable "Enablesr for FC-scanners", January 2017.
- TagItSmart D4.1 deliverable "Resource and Service Modelling Specification", January 2017.
- TagItSmart D5.1 deliverable "Infrastructure for Trials and Pilots", January 2017.
- TagItSmart D6.1 deliverable "Communication and Dissemination Plan and Report on Activities v1", April 2016.
- TagItSmart D6.2 deliverable "Communication and Dissemination Plan and Report on Activities v2", January 2017.
- TagItSmart D6.3 deliverable "Report on Ecosystem Bootstrapping Activities", December 2016.
- TagItSmart D7.3 deliverable "1st project activity report", January 2017.

3.3 Public communication

3.3.1 Project leaflet

The project has created an official project leaflet/flyer that has been given out at various events. It can be also found in the official project website at http://tagitsmart.eu/Tagitsmart_flyer.png

Figure 6. TagItSmart project leaflet

3.3.2 Project presentation

The project has created an official project presentation. This has been used as introduction in events and meetings with external audiences to familiarize them with the project and can be also found in the official project website at http://tagitsmart.eu/TagItSmart%20Vienna%20IoT%20meetup%20Oct16.pptx.

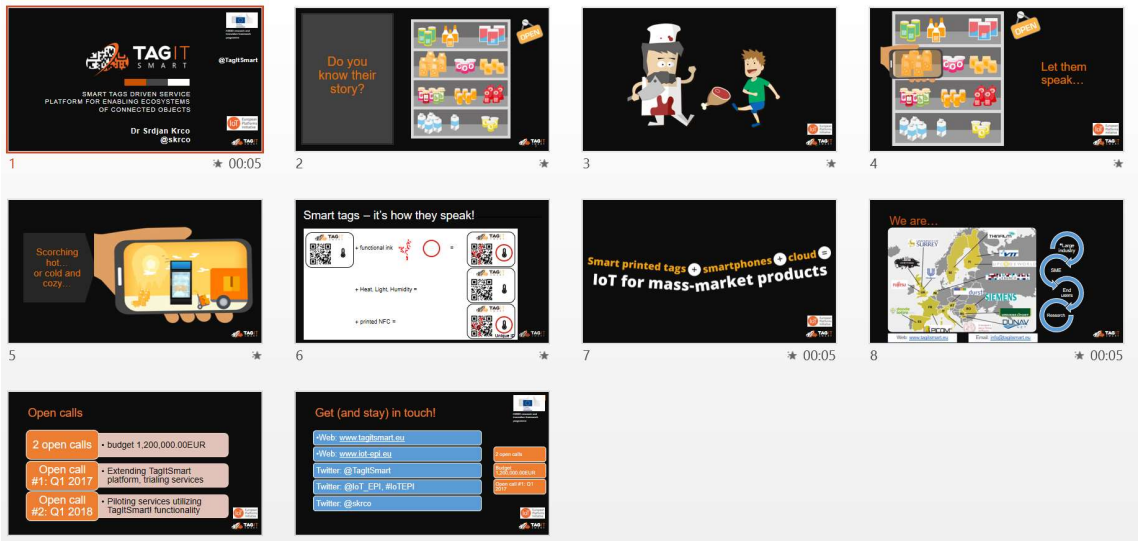


Figure 7. TagItSmart project official presentation

3.3.3 Social media

TagItSmart has been very active in social media through Twitter, LinkedIn and Facebook, acknowledging the ability of such channels to reach a wide spectrum of audiences.

- TagItSmart has created an official twitter account at https://twitter.com/tagitsmart linked through the official project's website with currently 152 tweets and 219 followers.

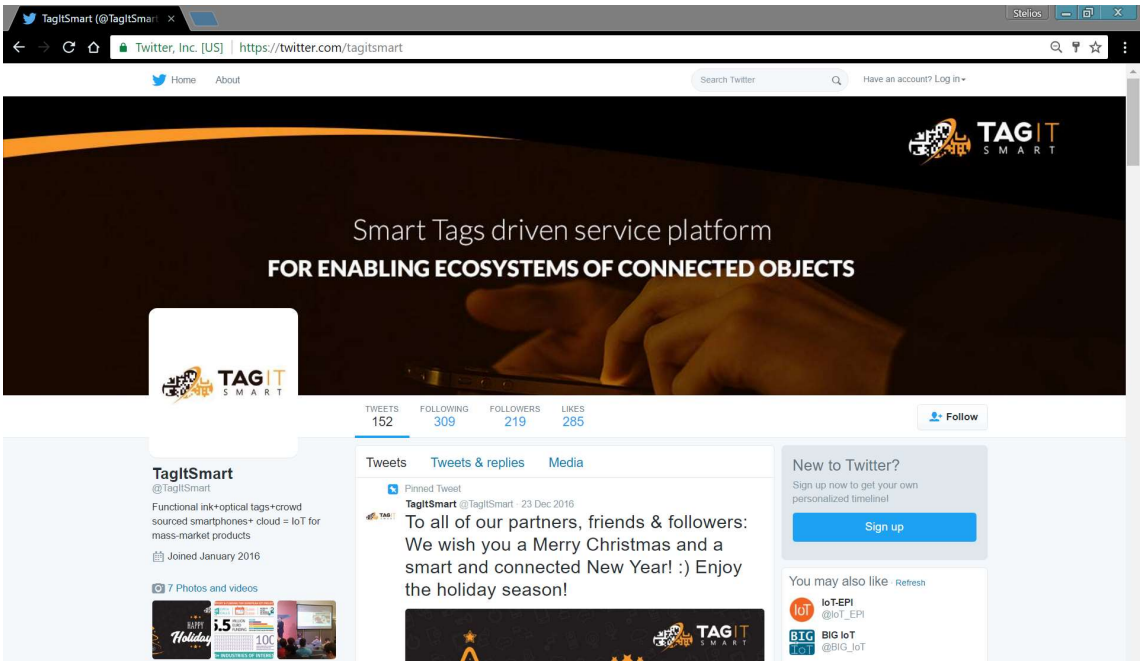


Figure 8. TagItSmart project twitter account page

- TagItSmart has created an official LinkedIn group https://www.linkedin.com/groups/8486104/profile with currently 177 members.

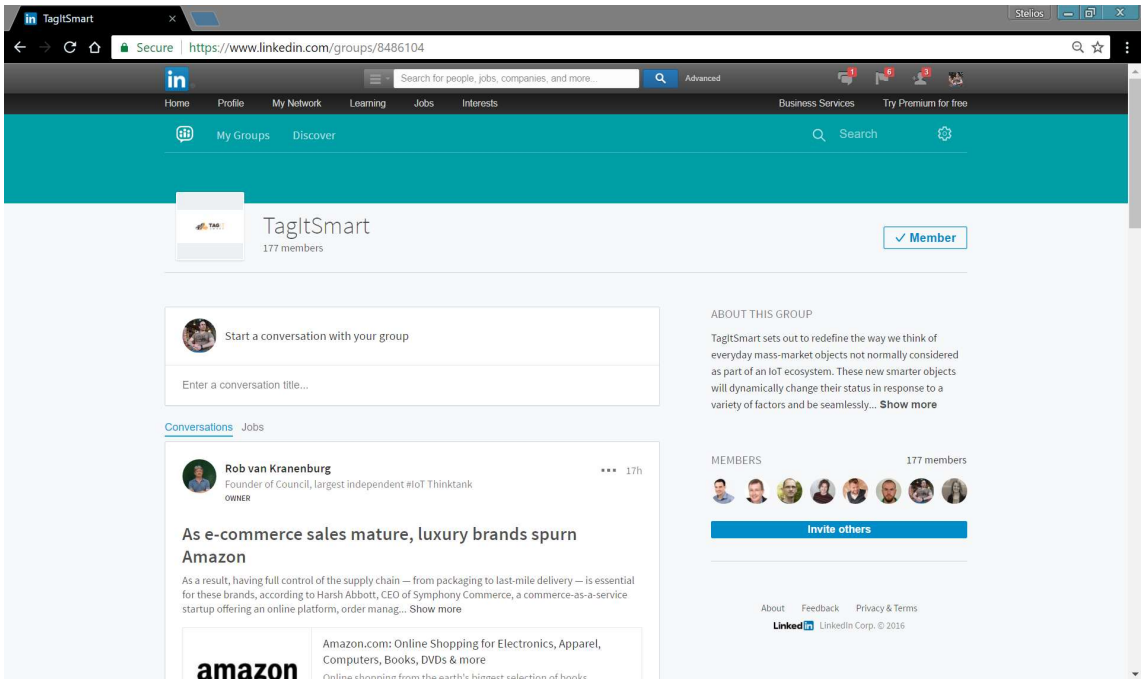


Figure 9. TagItSmart project LinkedIn group page

In addition to the official Twitter/LinkedIn accounts, also individual project partners have been using their organisations' social media accounts to distribute project news and updates and attract interest:

- DNET through their twitter account https://twitter.com/DunavNET which currently has about 1300 followers (~45 TagItSmart related tweets)
- DNET through their LinkedIn account https://www.linkedin.com/company/dunavnet which currently has around 400 followers (6 TagItSmart related posts)
- VTT through their Twitter account https://twitter.com/VTTFinland?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor which has about 9000 followers (~10 TagItSmart related tweets)
- VTT through their Facebook account https://www.facebook.com/VTTFinland/ which has about 2000 followers (2 TagItSmart related posts)

3.3.4 YouTube presense

The project has created an official project video that can be found in the project's official YouTube channel https://www.youtube.com/channel/UCUeCxt4O5QdJ7UAgyonrOog as well as through the project's official website homepage.

In addition, a video from the project's pitch at a meetup event in Vienna, Austria, October 2016 can be found at https://www.youtube.com/watch?v=cfxOi_INDQE as well as through the project's official website.

In addition, VTT has also posted on its YouTube account a video about a coffee cup with a QR code that changes when hot water is added to illustrate the basic idea of changing QR codes that the project builds upon https://www.youtube.com/watch?v=W5P4PoJ6-oY.

3.3.5 Talks/interviews in public media

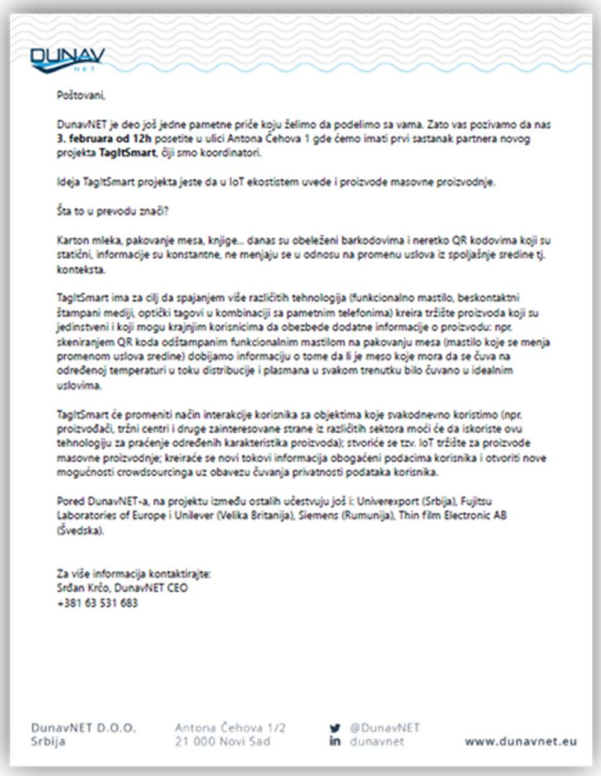
Project partners have also used this channel to promote the project:

- UNIS gave an interview to the Atlas of the Future (http://atlasofthefuture.org/) about TagItSmart in May 2016.
- On August 20th 2016, Serbian national TV station (the biggest Serbian national broadcaster), Prime time News, held an interview with Srdjan Krco (DNET); he described TagItSmart while the general topic of this TV part was Horizon 2020 and EU funds for domestic companies and projects. http://www.rts.rs/page/tv/sr/story/20/rts-1/2425681/.html.
- On March 23rd 2016, Radio Beograd 1, Radio interview, "Druga stranaracunara" Srdjan Krco (DNET) described TagItSmart as the project "he is currently proud of the most". http://www.drugastranaracunara.rs/dr-srdan-krco-dunavnet/
- On February 11th 2016, Public Broadcasting Service of Vojvodina - RTV, TV show "Pod istimkrovom" held an interview with Srdjan Krco (DNET) and David Sneling (FLE). http://media.rtv.rs/sr_ci/pod-istim-krovom/17709

3.3.6 Press releases

TagItSmart partners have been very active in this area, with press releases being used to increase awareness of project's activities:

- DNET announced the start of the project and the kick-off meeting in Novi Sad.



Poštovani,

DunavNET je deo još jedne pametne priče koju želimo da podelimo sa vama. Zato vas pozivamo da nas **3. februara od 12h** posetite u ulici Antona Čehova 1 gde ćemo imati prvi sastanak partnera novog projekta **TagItSmart**, čiji smo koordinatori.

Ideja TagItSmart projekta jeste da u IoT ekostistem uvede i proizvode masovne proizvodnje.

Šta to u prevodu znači?

Karton mleka, pakovanje mesa, knjige... danas su obeleženi barkodovima i neretko QR kodovima koji su statični, informacije su konstantne, ne menjaju se u odnosu na promenu uslova iz spoljašnje sredine tj. konteksta.

TagItSmart ima za cilj da spajanjem više različitih tehnologija (funkcionalno mastilo, beskontaktni štampani mediji, optički tagovi u kombinaciji sa pametnim telefonima) kreira tržište proizvoda koji su jedinstveni i koji mogu krajnjim korisnicima da obezbede dodatne informacije o proizvodu: npr. skeniranjem QR koda odštampanim funkcionalnim mastilom na pakovanju mesa (mastilo koje se menja promenom uslova sredine) dobijamo informaciju o tome da li je meso koje mora da se čuva na određenoj temperaturi u toku distribucije i plasmana u svakom trenutku bilo čuvano u idealnim uslovima.

TagItSmart će promeniti način interakcije korisnika sa objektima koje svakodnevno koristimo (npr. proizvođači, tržni centri i druge zainteresovane strane iz različitih sektora moći će da iskoriste ovu tehnologiju za praćenje određenih karakteristika proizvoda); stvoriće se tzv. IoT tržište za proizvode masovne proizvodnje; kreiraće se novi tokovi informacija obogaćeni podacima korisnika i otvoriti nove mogućnosti crowdsourcinga uz obavezu čuvanja privatnosti podataka korisnika.

Pored DunavNET-a, na projektu između ostalih učestvuju još i: Univerexport (Srbija), Fujitsu Laboratories of Europe i Unilever (Velika Britanija), Siemens (Rumunija), Thin film Electronic AB (Švedska).

Za više informacija kontaktirajte:
Srđan Krčo, DunavNET CEO
+381 63 531 683

DunavNET D.O.O. Srbija
Antona Čehova 1/2 21 000 Novi Sad
@DunavNET dunavnet
www.dunavnet.eu

Figure 10. TagItSmart project announcement

- DNET also promoted the project through the press releases sent (as the IoT Week 2016 organizers) announcing the details about the IoT Week 2016, Belgrade, e.g.

  - http://www.ekapija.com/website/sr/page/1422663/Me%C4%91unarodna-konferencija-IoT-Week-2016-od-31-maja-do-2-juna-u-Beogradu
  - http://pcpress.rs/poznati-predavaci-za-iot-week/
  - http://pcpress.rs/dr-srdan-krco-dunavnet/
  - http://www.drugastranaracunara.rs/iot-week-2016-u-beogradu-od-31-maja-do-2-juna/
  - http://www.racunalo.com/iot-week-2016-konferencija-dovodi-vodece-strucnjake-i-kompanije-iz-oblasti-interneta-inteligentnih-uredaja/
  - http://www.sjajnevesti.com/2016/03/28/dr-srdan-krco-dunavnet-intervju/

- VTT has made a press release about the project focusing on functional ink development in Finnish September 9th 2016 and in English October 3rd 2016. The press release has been re-published ~20 times in Finland and other countries: (http://www.vttresearch.com/media/news/functional-inks-bring-additional-information-and-entertainment-to-products).

- DONDE made a series of press releases in Spanish:
  - 09 April 2016 - One Magazine: “TagItSmart, un proyecto español que impulsará la economía circular UE“ (http://www.onemagazine.es/-tagitsmart-un-proyecto-espanol-que-impulsara-la-economia-circular-ue?platform=hootsuite).
  - 09 April 2016 - Economía circular y minería urbana: “Proyecto español garantizará trazabilidad e impulsará economía circular” (https://mineriaurbana.org/2016/04/09/proyecto-espanol-garantizara-trazabilidad-e-impulsara-economia-circular-ue/).
  - 09 April 2016 - EFE verde: “Proyecto español garantizará trazabilidad e impulsará economía circular UE” (http://www.efeverde.com/noticias/proyecto-espanol-economiacircular-ue/).
  - 09 April 2016 - La Vanguardia: “Proyecto español garantizará trazabilidad e impulsará economía circular UE” (http://www.lavanguardia.com/vida/20160409/40994222186/proyecto-espanol-garantizara-trazabilidad-e-impulsara-economia-circular-ue.html).
  - 09 April 2016 - Agencia EFE: “Un proyecto español garantizará la trazabilidad e impulsará la economía circular en la UE” (http://www.efe.com/efe/espana/sociedad/un-proyecto-espanol-garantizara-la-trazabilidad-e-impulsara-economia-circular-en-ue/10004-2891627).
  - 09 April 2016 - EFE: “Un proyecto español garantizará la trazabilidad e impulsará la economía circular en la UE” (http://espana.servidornoticias.com/444_sociedad/3739309_un-proyecto-espanol-garantizara-la-trazabilidad-e-impulsara-la-economia-circular-en-la-ue.html).
  - 09 April 2016 - Ikuna: “Un proyecto español garantizará la trazabilidad e impulsará la economía circular en la UE” (http://newscaster.ikuna.com/596_galicia/3739308_un-proyecto-espanol-garantizara-la-trazabilidad-e-impulsara-la-economia-circular-en-la-ue.html).
  - 09 April 2016 - EcoDiario: “Un proyecto español garantizará la trazabilidad e impulsará la economía circular en la UE” (http://ecodiario.eleconomista.es/medio-ambiente/noticias/7479807/04/16/Un-proyecto-espanol-garantizara-la-trazabilidad-e-impulsara-la-economia-circular-en-la-UE.html).
  - 09 April 2016 - El Economista: “Un proyecto español garantizará la trazabilidad e impulsará la economía circular en la UE” (http://www.eleconomista.es/medio-ambiente/noticias/7479807/04/16/Un-proyecto-espanol-garantizara-la-trazabilidad-e-impulsara-la-economia-circular-en-la-UE.html).
  - 09 April 2016 - Radio Intereconomía: “Proyecto español garantizará trazabilidad e impulsará economía circular UE” (http://www.radiointereconomia.com/2016/04/09/proyecto-espanol-garantizara-trazabilidad-e-impulsara-economia-circular-ue/).
  - 09 April 2016 - El Diario: “Un proyecto español garantizará la trazabilidad e impulsará la economía circular en la UE” (http://www.eldiario.es/sociedad/garantizara-trazabilidad-impulsara-circular-UE_0_503599783.html).
  - 09 April 2016 - El Día: “Proyecto español garantizará trazabilidad e impulsará economía circular UE” (http://www.eldia.es/agencias/8626799-Proyecto-espanol-garantizara-trazabilidad-impulsara-economia-circular-UE).
  - 09 April 2016 - Suma Diario: “Un proyecto español garantizará la trazabilidad e impulsará la economía circular en la UE” (http://noticias.sumadiario.com/arte-

cultura-y-espectaculos/lenguaje/un-proyecto-espanol-garantizara-la-trazabilidad-e-impulsara-la-economia-circular-en-la-ue_DOwApN2O4fD0b15ywcwXr7/).

- 09 April 2016 - Madrid Actual: "Un proyecto español garantizará la trazabilidad e impulsará la economía circular en la UE" (http://www.madridactual.es/20160409719250/un-proyecto-espanol-garantizara-la-trazabilidad-e-impulsara-la-economia-circular-en-la-ue).
- 10 April 2016 - Info Digital: "Un proyecto español garantizará la trazabilidad e impulsará la economía circular en la UE" (http://www.infodigital.tv/un-proyecto-espanol-garantizara-la-trazabilidad-e-impulsara-la-economia-circular-en-la-ue/).
- 12 April 2016 - RETEMA: "Proyecto TagItSmart, reciclaje inteligente gracias al Internet de las Cosas (IoT)" (http://www.retema.es/noticia/tagitsmart-reciclaje-inteligente-gracias-al-internet-de-las-cosas-iot-l2Dfx).
- 15 July 2016 - Diario de Mallorca: "TagItSmart, un proyecto que une reciclaje, economía circular e Internet de las Cosas"

3.3.7 Newsletters

TagItSmart was one of the exhibitors during the IoT Week 2016 and also one of the sponsors of the IoT Week 2016 hackathon. A newsletter sent by DNET (on behalf of the IoT Week Belgrade) had the TagItSmart logo; http://us3.campaign-archive2.com/?u=5beb092572fe218d7b93e10b3&id=bd3e727513&e=[UNIQID].

In addition, VTT included news about the TagItSmart project in its Nutritech Newsletter targeted to the food industry. VTT NUTRITECH NEWSLETTER 162/2016, November 9th 2016: http://newsletter.vtt.fi/a/s/92103471-63102cd2e33206c584ab716e4323d287/1441837.

3.3.8 Blogs

TagItSmart was active in this channel through its Ecosystem Manager (RD):

- A blogpost by RD in SmartCitiesWorld *The circular economy gives meaning to IoT & guides apps & services in smart cities* [3] showed howTagItSmart reflects the new EU R&D philosophy to have real impact and build new business models.

- A blogpost by RD on Blockchain and law*: How the Internet of Things is leading to a major disruption also in the legal system and how we regulate transactions* was published as part of the series of guest posts named *Thoughts Leaders' Corner* in the blog Gaming Tech Law of Giulio Coraggio [4], privacy and commercial lawyer at the leading law firm DLA Piper. This is also used as the kickoff note for AC 4 Hyperconnected Society of IERC.

3.3.9 Meetups

Meetups are a very popular means to engage both technical and professional communities as well as members of the general public with an interest in IoT. Therefore this channel was also utilized by project partners to "bring TagItSmart to the people" in a face to face manner and in a more informal and relaxed way.

- UNIS presented the project in meetup events in Guildford UK in April 2016 and July 2016 https://www.meetup.com/Internet-of-Things-Guildford/ in audiences of ~20 people in each event.
- DNET, celebrating the Global Internet of Things Day, organized an IoT meetup in Belgrade and in Novi Sad on April 8th 2016. http://www.meetup.com/This-group-is-part-of-the-sociotal-eu-project/events/229787656/ with audiences of ~50 people in each event.
- EVT attended the IoT Central Meetup (http://www.meetup.com/NYCIOT/events/232855732/) and gave a presentation on the vision of connecting every thing to the Web and the future of the Web of Things as defined on the TagItSmart project. It was held on September 7th 2016 in NYC, USA with ~250 participants.
- EVT hosts and organises a Web of Things (WOT) meetup in the city of London (https://www.meetup.com/webofthings-uk) with two events so far:
    - Building the Web of Thngs: Book Launch, held on July 8th 2016, with 34 attendees and the following programme:
        - The authors of the book "Building the Web of Things" (Dominique Guinard and Vlad Trifa) presented the book and a hands-on session with several prototypes.
    - WoT Research and standards, held on October 24th 2016, with 54 attendees and the following programme:
        - Srdjan Krco from DNET (http://www.dunavnet.eu/), coordinator of the TagItSmart project, a research project all about the next generation of labels and the service ecosystem around it (http://www.tagitsmart.eu/).
        - Alex Gluhak from DigitalCatapult UK talking about their IoT interoperability grant project: F-Interop (https://www.digitalcatapultcentre.org.uk/f-interop-getting-involved/).
        - Dom Guinard (EVT) from the W3C WoT Interest Group speaking about the results of the last W3C WoT face to face workshop in Lisbon and how the community can contribute towards these WoT standards (http://webofthings.org).

3.4 Scientific publications

While in the 1st year of a 3 years project, TagItSmart has already a strong presence in terms of scientific publications, increasing through this channel its visibility in the academic and research community.

So far TagItSmart has had 2 conference papers accepted, 2 journal/magazine papers accepted and 1 book chapter accepted:

- Mauro Conti, Nicola Dragoni, Viktor Lesyk, "A Survey of Man In The Middle Attacks", (IEEE) Communications Surveys and Tutorials, March 2016. (Published) (Type: Survey).
- Moreno Ambrosin, Arman Anzanpour, Mauro Conti, Tooska Dargahi, Sanaz Rahimi Moosavi, Amir M. Rahmani, Pasi Liljeberg, "On the Feasibility of Attribute-Based Encryption on Internet of Things Devices" , (IEEE) Micro, 2016. (In press) (Type: Magazine).

- Earlence Fernandes, Justin Paupore, Amir Rahmati, Daniel Simionato, Mauro Conti, Atul Prakash, “FlowFence: Practical Data Protection for Emerging IoT Application Frameworks”, Proceedings of the 25th USENIX Security Symposium, 2016. (Accepted) (Type: Conference)
- Moreno Ambrosin, Mauro Conti, Ahmad Ibrahim, Gregory Neven, Ahmad-Reza Sadeghi, Matthias Schunter, “SANA: Secure and Scalable Aggregate Network Attestation”, Conference, ACM Conference on Computer and Communications Security (ACM CCS 2016), 2016. (Accepted) (Type: Conference)
- Suparna De, Yuchao Zhou and Klaus Moessner “Ontologies and context modelling for the Web of Things”, book chapter to be included in Elsevier Managing the Web of Things: Linking the Real World to the Web (February 2017).

3.5 Stakeholder meetings

While this type of activities is reported in detail in [2], we also give here a brief overview of the undertaken activities.

3.5.1 Teleconferences with stakeholders

As part of the stakeholder engagement process, TagItSmart partners have been holding teleconferences with relevant stakeholders to explain the value that TagItSmart can bring to everyday business and to get their feedback reflecting also real-life adoption aspects that could help TagItSmart better shape its offerings:

- Unilever, EVT, DONDE and FLE held regular conferences with stakeholders of the Lifecycle management use case (Valpak http://www.valpak.co.uk/, Sharpend http://sharpendagency.com/, and Wrap http://www.wrap.org.uk/).
- UPC talked on November 15th 2016 about the Digital Beer Use Case ecosystem expansion with Simplysens Technology (http://www.simplysens.com), Slovenia.

3.5.2 Face to face meetings with stakeholders

In addition to the above mentioned teleconferences, TagItSmart project partners had numerous face to face meetings with stakeholders as part of the engagement process:

- RD held a TagItSmart Ecosysyem Meeting on June 27th 2016 with Gérald Santucci, Adviser for "Cross-cutting Policy / Research Issues" in DG CONNECT at European Commission, and Monika Schroeder, EC, DG CONNECT which resulted in policy input.

  In a second Ecosystem meeting, October 21st 2016, in Brussels, the focus was on how to maximize the winwin story for economy and business, circular economy and waste management and regulatory frameworks and policy initiatives towards national governments as well as the next Commission?

- On November 8th 2016, Univerexport, DNET and RD hosted a session with local, regional and national business stakeholders (Coca-Cola www.coca-cola.rs/, Nelt www.nelt.rs/en, Henkel www.henkel.rs, Molson Coors www.jelenpivo.com, Frikom www.frikom.rs/rs-en, AD Backa www.adbacka.rs, In Store www.instore.rs) in Belgrade,

Serbia. RD presented on the Internet of Things, discussed the use case and the Open Calls.

- On November 10th 2016 PICOM, RD and DNET hosted a session in Lille, France with LeRoyMerlin http://www.leroymerlin.com/en, the retailer as service provider (interview and meeting in Lille, Nov 10). RD and DNET presented on the Internet of Things, discussed the use case, technical and business details and the Open Calls.

- On July 15th 2016, Unilever, DONDE, DNET, FLE and EVT had a meeting with WRAP and Sharpend in Port Sunlight, UK, planning the specific activities required to deliver a stage one pilot for household recycling by mid 2017 – including development of the phone application for scanning of optical codes, the sourcing of database information on packaging materials and local authority recycling policies, the development of a backend system to query the database sources and return information to the user based on dynamic rules, and robustness testing before roll out to over 10,000 users.

  In a follow-up meeting with the addition of Valpak on October 14th 2016 in the same venue, an overview of the progress was made with the focus on specific requirments for communication between various segments of the system (front end consumer facing application – Sharpend; Back end system and analytics – EVT; Data providers – Valpak, WRAP; Recycling information hub – DONDE).

- UPC has been very active in meetings with stakeholders having held the following[1]:
  - 16 Februry 2016: Meeting with Ministry of transport and communications, and Finnish construction company.
  - 17 February 2016: Meeting with large European brand owner about enforcement in Scandinavia.
  - 16-17 February 2016: Meeting with large European brand owner.
  - 17-19 May 2016: Meeting with Midway Alignment/MoS (http://midwayalignment.eu).
  - 02 June 2016: Transport Management System meeting, Kvarkenrådet (http://www.kvarken.org/kvarken-council).
  - 30 June – 01 July 2016: Meeting with Motorway of the Seas (http://ec.europa.eu/transport/modes/maritime/motorways_sea_en) (TMS) and large European brand owner.
  - 27 October 2016. Digital Beer Use Case presentation. RFID Lab (http://www.rfidlab.fi/rfidlab-in-english), Vantaa.

3.6 Organisation and participation in dissemination events

3.6.1 Events organised by the project

Project partners have been very active in this aspect of more formal meetings with a broader audience:

[1] Please note that in the cases the specific names of stakeholders are not mentioned, this is due to a request from their side to not be mentioned at this stage.

- DONDE organized a political and technical meeting for local governments in the island of Mallorca Spain, June 3rd 2016, in order to present the project, discuss the possibility of a pilot in the Island and gather ideas, opinions and suggestions from the audience. 3 representatives of the Island Council, 3 representatives from the main city (500K inhabitants), and representatives of 30 City Councils (there are 53 in total) participated. All the attendants were very interested in the project and the potential benefits for their citizens and their recycling rates. Some of them manifested that they would like to participate in the pilot and they gave some feedback about the potential problems we could find in their municipalities:
    - Difficult implementation in small shops (even without cashiers).
    - Lack of resources to implement the technology (if needed).
    - Changes in the collection systems and their waste management.
    - Interoperability with existing technologies (RFID).

- DNET organised a special session to take place in ICIST 2017 http://yuinfo.org/icist2017/ March 12th-15th 2017, themed "Feeding smart citizens requires smart agriculture: challenges and opportunities". The topic covers beyond other: IoT Smart retail, solutions that are improving store operations, enabling precise inventory management, increasing purchases and enhancing the consumer's shopping experience. IoT for mass market products: tracking individual products from factory to recycling plant, item level cold supply chain.

- EVT co-organized the 7th International Workshop on the Web of Things, co-located with the IoT 2016 (http://webofthings.org/events/wot/wot2016/) on November 7th 2016, Stuttgart, Germany. This workshop aimed at further exploring the use of technologies and principles at the core of the Web to provide methods for a seamless integration of physical devices. In particular, our goal was to foster discussion about systems that enable a real-time Web of Things and the discovery, search, and composition of services provided by Web-enabled things as well as the interaction of users with such devices. The full event was attended by around 100 people (25 for the specific workshop) mostly from research organisations.

- PICOM organised a workshop with 5 French retailers (Auchan https://www.auchan.fr/ , Leroy Merlin http://www.leroymerlin.com/en , Immochan http://www.immochan.com/en , La Poste http://www.laposte.fr/ , Castorama http://www.castorama.fr/) in Lille, France on April 22nd 2016 to present project objectives, solutions, architecture and open calls.

- UNIPD has organized a Smart City Security and Privacy Workshop (SCSP-W) on April 11th 2016, in Vienna, Austria (http://www.scsp-w.org/) with an audience size of ~30 people.

- The SPRITZ Security and Privacy Research Group at UNIPD on October 14th 2016, in collaboration with Clusit (The Italian Association for Computer Security) organized the "2016 SPRITZ Workshop on Future Systems Security and Privacy" (http://spritz.math.unipd.it/events/2016/EU-cybersecuritymonth-workshop/). This event was sponsored by TagItSmart and was organized within the framework of the European Cyber Security Month (ECSM). Dr. Chhagan Lal from UNIPD has presented the "TagItSmart" objectives and its benifites in this workshop.

- DNET organised the IoT week 2016 event in Belgrade Serbia, May 31st -June 2nd 2016 http://iot-week.eu/events/iot-week-belgrade/ which is one of the biggest annual events on IoT worldwide.

3.6.2 Special issues of magazines organised by the project

DONDE organised a special issue of the RETEMA magazine (in Spanish) in June 2016, where a TagItSmart related article (TagItSmart, un proyecto que facilita la economía circular gracias alInternet de las Cosas - TagItSmart, a project that facilitates circular economy thanks to the Internet of Things) was also included.

3.6.3 Technical Program committee (TPC) membership in events

DNET members have been in the TPC committee of numerous events such as

- InterOSS-IoT 2016,http://iot-epi.eu/inteross-iot-workshop/
- GIOTS 2017, http://iot.committees.comsoc.org/global-iot-summit-2017/
- WiMob 2016, http://conferences.computer.org/WiMob2016/
- IEEE WF-IoT 2016, http://wfiot2016.ieee-wf-iot.org/
- IoT week 2016, http://iot-week.eu/events/iot-week-belgrade
- IoT week 2017, http://iot-week.eu/
- InterOSS-IoT 2016, http://iot-epi.eu/inteross-iot-workshop/
- Telfor 2016, http://www.telfor.org.rs/?lang=en
- ICIST 2017, http://yuinfo.org/icist2017/

3.6.4 Information booths at events

Project partners organised the following information booths at events during Year 1 of the project:

- DNET
  - IoT Week 2016, Belgrade, with 400 visitors to the booth
  - IoT South America, Sao Paulo, September 2016, http://iotevents.org/iot-latin-america with 200 visitors to the booth
  - Gitex, Dubai, October 2016, http://www.exhibitionstand.contractors/en/news/257/GITEX-2016-16-20-OCTOBER-2016-Dubai-UAE with 100 visitors to the booth
  - Smart IoT London, April 2016, http://iotevents.org/smart-iot-london with 100 visitors to the booth

- EVT participated with Avery Deninson in a booth in NFR 2016 (http://bigshow16.nrf.com/) showcasing and discussing the ideas present in TagItSmart, on the future of Smart Tagging for the apparel industry. The event was held from January 17th 2016 to January 20th 2016 in NYC, USA with more 1000 participants from different industries.

- EVT presented the vision on which TagItSmart is based, how the Web of Things would enable companies to turn their products into interactive trackable assets

(http://www.printfutures.com/us-event/advisory-board). The event was held on September 7th 2016 in Chicago, USA with 100 participants from the packaging industry.

3.6.5 Posters/presentations at events

Project partners have been very active participating in various events (scientific, tehnical, business/consumer oriented) giving presentations about the project to interested parties. The following is a detailed break-down of such presentations at a per-partner level:

- RD
  - March 21st 2016 at Strategy Summit Energy Heemstede, Netherlands http://www.pqr.com/evenementen/strategie-summit-cio-2016.
  - March 30th 2016 at The Associations RoundTable (ART 2016), IoT Asia Singapore, Singapore, with representatives from 17 associations.

Figure 11. Rob van Kranenburg (RD) together with the representatives at ART 2016

  - April 20th 2016 at "Dealing with Social and Economic Challenges to Achieve Green Growth", a GES Taipei Workshop, Taipei, Taiwan, https://www.global-economic-symposium.org/review-2016/taipei-workshop.
  - November 29th 2016 at "Towards European Leadership in the Industrial Internet", the Representation of the State of Baden-Wurttemberg to the European Union, Brussels, Belgium.https://eu-ems.com/summary.asp?event_id=3310&page_id=7942.
  - November 25th 2016, at roundtable The Internet of Things in the European Ecosystem, Paris, France, https://cvpip.wp.mines-telecom.fr/2016/10/21/the-

internet-of-things-in-the-european-ecosystem/.

- DONDE
  - CaixaForum Palma May 3rd 2016 (Palma de Mallorca - Spain): "**Cap a una gestiósostenible dels residus a Palma (Towards a sustainable waste management in Palma)**", organized by the Palma de Mallorca City Council (http://ousis.uib.cat/digitalAssets/382/382649_PROGRAMA-GESTIO-SOSTENIBLE-RESIDUS.PDF).
  - Park TecnoCampus Mataró-Maresme October 28th 2016 (Mataró - Spain): "**International Congress RECUWATT 2016: Recycling, Energy and Life**", organized by the Maresme Waste Consortium, the Vallés Oriental Waste Consortium, the Vallés Occidental Waste Consortium, the Waste Agency of Catalonia and the Environmental Forum Foundation (http://recuwatt.com/program/?lang=en).
  - Palacio Municipal de Congresos de Madrid November 28th 2016 (Madrid – Spain): "Conama 2016 - 13º Congreso Nacional del Medio Ambiente (**13rd Spanish National Environmental Congress, 2016**)", organizedbytheConamaFoundation (http://www.conama2016.org/web/generico.php?idpaginas=&lang=es&menu=386&id=1998973460&op=view).

- DNET
  - BISEC konferencija, 15 October 2016, Belgrade, http://bisec.metropolitan.ac.rs/
  - IoTconvivio, Milan, 19 September 2016, http://www.conviviomilano.it/
  - Ericsson day, Tel Aviv, 5-7 September 2016, https://ericsson-2016.events.co.il/home
  - senZations'16 summerschool, 26 August 2016 - 03 September 2016, http://senzations.net/
  - Chemnitz, Fraunhofer, 14-15 June 2016 (Chemnitzer seminar), http://www.enas.fraunhofer.de/de/news_events/fachveranstaltungen/chemnitzer_seminare/24--chemnitzer-seminar1.html
  - fabLab Belgrade, 14 May 2016, http://waag.org/en/event/fabelgrade-2016
  - FutureComNet, Skopje, 12 May 2016, http://tk.feit.ukim.edu.mk/ITK_workshop_2016/index.html
  - NetFutures, Brussels, 20-21 April 2016, http://netfutures2016.eu/
  - Lille, presentation to PICOM association members (at the workshop organised by PICOM on 22 April 2016)
  - Presentation of the project to Microsoft, Zagreb (Croatia), October 2016

- PICOM presented the project in IoT week 2016 in June 2016 in an audience of 70 people.

- UNIS Gave a talk on TagItSmart at the Smart City Security and Privacy Workshop (SCSP-W) at CPS Week (http://www.scsp-w.org/program.html) in April 2016.

- VTT gave a presentation at the at Food Safety management Finland (FSMF) annual board meeting May 18th 2016, audience ~30 people from Finnish food industry (http://www.foodsafetyfinland.fi/main).

3.7 Training

3.7.1 Summer schools

TagItSmart has been involved in the organisation of two summer school events so far to attract interest from the upcoming generation of engineers and researchers.

DNET was involved in SenZations, Summer School on IoT and it's Applications, 28 August – 2 September 2016. PalacLochow, Poland, http://senzations.net/.

UNIPD organized an International Summer School on Social Networks Security, Privacy, and Trust" (SNSPT-2016) on September 4th to September 9th 2016, in University of Padova, Italy (http://spritz.math.unipd.it/events/2016/SNSPT/index.html). The TagItSmart work along with its main video was presented in order to disseminate the project goals among the participants (~25 people).

3.7.2 Tutorials in events

DNET gave three tutorials in events during Year 1 of the project:

- Informatika 2016, scientific conference, May 2017, Belgrade, Serbia, http://dunavnet.eu/informatika-2016
  official website of the event : http://dis.org.rs/sr/2016/05/informatika-2016/.

- FutureComNet 2016 (3rd telecommunication workshop) Faculty of Electrical Engineering and Information Technologies (FEEIT), Skopje, May 12th 2016
  http://dunavnet.eu/tagitsmart-at-futurecomnet-workshop-in-skopje
  official website: http://tk.feit.ukim.edu.mk/ITK_workshop_2016/index.html.

- IoT 2 Europe - first conference on Internet of Things in Zagreb, Croatia, February 2016, http://dunavnet.eu/dunavnet-organizes-iot2-europe.

3.8 Demonstration activities

One of the most efficient ways of engaging audience, showcasing what practically a project does and proving that the foundations for this have been established is through live demonstration activities. In that direction project partners have already participated in many demonstration events showcasing basic/intermediate features of the TagItSmart project up to this stage related to SmartTags reactions to environmental factors and the potential that this can bring through the project's considered use cases (as a starting point).

The following demonstration activities have been so far carried out by TagItSmart partners (it is worth mentioning that for all events the needed SmartTags were kindly provided by VTT):

- Demonstration at NetFuture 2016, April 2016, http://netfutures2016.eu/ by DNET, DONDE, EVT and UNIS

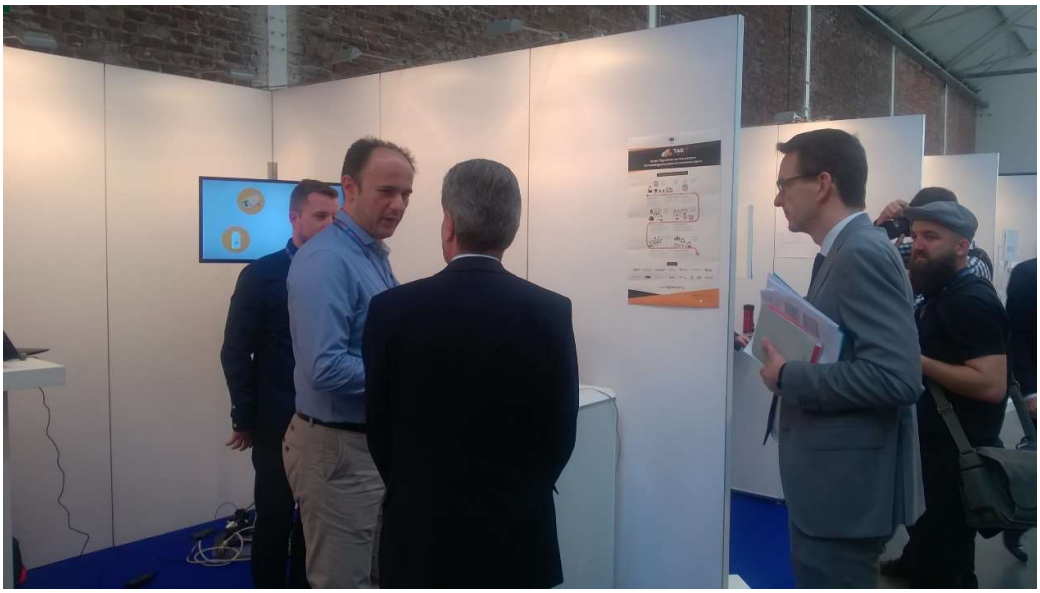


Figure 12. TagItSmart demo booth during Netfutures 2016

- Demonstration at IoT week 2016, http://iot-week.eu/events/iot-week-belgrade/ by DNET
- Demonstration at an IoT meetup in Vienna, October 2016 https://www.meetup.com/IoT-Vienna/events/233186232/ by DNET and FLE (the video for this event was linked in section 3.3.4)
- Demonstration at Gitex, Dubai, October 2016, http://www.exhibitionstand.contractors/en/news/257/GITEX-2016-16-20-OCTOBER-2016-Dubai-UAE by DNET
- Demonstration in Belgrade, November 2016, in a meeting with retail and manufacturing stakeholders by DNET
- Demonstration in Lille, November 2016 by DNET during the session organised by PICOM with Leroy Merlin.Demonstration in European Researchers' night on September 30th 2016 in Finland https://www.helsinki.fi/en/news/events/researchers-night-30.9.2016 by VTT. The event was targeted to citizens. There were thousands of visitors and approximately 60 people participated in the TagItSmart demo event.

Figure 13. TagItSmart demo booth during European Researchers' night

3.9 Collaboration and liaisons with other EU projects/initiatives and beyond

TagItSmart is a member of the European platforms initiative http://iot-epi.eu/ therefore it is natural that there are strong links and collaborations with the other EU projects of that initiative. However, as reported below, TagItSmart has already identified synergies with other projects and initiatives as well.

3.9.1 IoT-EPI

TagItSmart members have been active in all IoT-EPI activities; both F2F as well as through teleconferences in the context of the IoT-EPI's Task Forces. As such, we were present in both F2F meetings in:

- Valencia, Spain, June 2016 (DNET, UNIS, FLE, VTT, PICOM)
  - Task Force meetings
- Vienna, Austria, October 2016 (DNET, UNIS, FLE, VTT, EVT, RD, SIE, UPC)
  - Task force meetings
  - IoT meetup
  - Joint workshop

As an outcome of these joint activities, the possibility of a joint demo activity with the BIoTope project http://biotope.cs.hut.fi/ is being considered, while also a joint challenge with AGILE http://agile-iot.eu/ and Big IoT http://big-iot.eu/ project has been setup for the next IoT-EPI F2F meeting in Berlin in March 2017.

3.9.2 IERC (European Research Cluster on Internet of Things)

RD as Chair of AC 4 Hyperconnected Society presented the draft of the Activity Chain together with co-Chair Martin Serrano (Big IoT) http://www.internet-of-things-research.eu/

3.9.3 FIWARE

FIWARE was established as a foundation in October 2016 (https://www.fiware.org/foundation/). DNET is considering to become a member in this organization and the project is investigating the re-use of FIWARE enablers in its platform.

3.9.4 AIOTI (Alliance for Internet of Things Innovation)

DNET joined the AIOTI association http://www.aioti.org/ (now established as an organization under Belgium law) and participated at the initial General Assembly (Brussels, November 11th 2016). Further to that, DNET is participating in the activities of AIOTI working groups.

3.9.5 Sociotal

UNIS established a liaison (with the just recently finished) EU Sociotal project http://sociotal.eu/ for potential re-use of their context manager in TagItSmart.

3.9.6 W3C (World Wide Web Consortium)

EVT as part the Web of Things Interest group, took part in TPAC 2016: the Combined Technical Plenary / Advisory Committee Meetings Week that brings together W3C Technical Groups, the Advisory Board, the TAG and the Advisory Committee for a week of coordinated work (https://www.w3.org/2016/09/TPAC/). It was held on October 22nd 2016 in Lisbon, Portugal and attended by around 1000 members of W3C.

EVT attends the weekly conferences on the W3C Interest Group, formed by the following members https://www.w3.org/2000/09/dbwg/details?group=75874&public=1

3.9.7 WAZIUP

Waziup http://www.waziup.eu/ is an EU / Africa collaboration, for IoT and big data in Africa. Cold chain supply monitoring is of interest to WAZIUP partners given the conditions that prevail in African countries, which can lead to weak point in cold supply monitoring and subsequent health hazards. The current plan is to involve WAZIUP into our Dynamic pricing use case pilot.

Section 4 - Conclusions

This deliverable presented the current status of the TagItSmart project in terms of communication and dissemination activities. As shown in the previous sections, while only at the end of Year 1 of a 3-year long project, TagItSmart has already performed a variety of such activities targeted to audiences of various interests and technical expertise with the aim to "spread the word around".

TagItSmart strongly believes that informing engaging the broader community is the only realistic way of ensuring the project's legacy after its nominal duration. Therefore, project promotion and ecosystem development activities should and are taken seriously to maximize the potential and value that the pioneering ideas of TagItSmart can bring to many different aspects of our daily lives, strengthening the European economy and improving the quality of life of citizens.

In Year 2, apart from continuing pursuing the above categories of activities to reach even bigger numbers of audiences, new types of project promotion are also expected to come into play. For example, consumers will be involved in concept evaluation through the Owela platform. Most notably also, in the form of Open Calls promotion (to become active in Year 2); contributions of data and software to open data/software repositories will also be considered.

Section 5 - References

1. TagItSmart D6.1 deliverable “Communication and dissemination plan and report on activities v1”, April 2016
2. TagItSmart D6.3 deliverable “Report on Ecosystem Bootstrapping Activities”, December 2016
3. https://smartcitiesworld.net/opinions/opinions/the-circular-economy-gives-meaning-to-iot--guides-apps--services-in-smart-cities-by-rob-van-kranenburg-founder-iot-council
4. http://www.gamingtechlaw.com/2016/10/internet-of-things-state-exception.html