

Marketing Round-up Call



Date: 23-09-2020

Time: 14:00-15:00 (CEST)

Edition: #10

[Previous Meeting Minutes](#)

Agenda

- **Marketing Materials**
- **FIWARE Events**
 - Greencities
 - Intergeo Digital 2020
 - FIWARE Domain DAYS
 - FIWARE Webinars
- **Strategy Talk - Smart Cities in German**
- **Open Calls**
 - Connecting Europe Facility
- **Digital Innovation Hubs**
- **News from the Community**
 - IDEASFORUM Innovation Hub

- New Members
- **FIWARE Accelerator**
 - Wobcom
- **FIWARE Impact Stories**
 - Atos
- **Hot Off the Press**

Meeting Minutes

The corresponding slide deck can be found [here](#).

FIWARE Foundation CMO Cristina Brandtstetter started off with a warm welcome and then went on to greet our newest members from Greece.

❖ **Marketing Materials**

- Cristina announced the FIWARE Marketing Materials Portal is out. It is a useful section on the fiware.org website to help FIWARE Community easier to access all Marketing Materials available.
- The Marketing calendar highlights publications that have either come out in the past 6 months or are upcoming, in both FIWARE and for Funded projects.

❖ **FIWARE Events**

- Cristina introduced upcoming Fairs & Events at the end of 2020 and next year that FIWARE will or plan to join. FIWARE is participating in Greencities which is a F2F event with many side activities organized by FIWARE. In October, we are a sponsor at Intergeo (virtual) and Smart Country Convention. We are also planning to join e-World & Hannover Messe 2021. And slowly thinking about FIWARE Summit 2021 and will update soon.
- At Greencities, FIWARE is organizing virtually 3 sessions: Blockchain, Water, and Data model. In the exhibition area, we have 8 co-exhibition confirmed to join, both f2f and virtually.
- FIWARE Healthcare DAY is coming on 8 October, 14:00-16:30 CEST. It is a new field at FIWARE but we gather many excellent speakers.
- There are many upcoming FIWARE Domain days including Smart Cities, Industry, AgriFood, blue Economy. We are getting a lot of good feedback regarding this series.
- There are 3 more Wednesday Webinars in October.

❖ **Smart Cities in Germany**

- FIWARE CEO Ulrich Ahle talked about Smart cities made in Germany by the German Government. This public funding obliges the sponsored municipalities to make sponsored software solutions available as open-source or free software. It paves the way for more smart solutions for smart cities. While FIWARE is a leading open source

platform for smart cities, it is a great chance for the FIWARE community to develop and apply FIWARE based solutions.

❖ **Open Calls**

- Tonia Sapia (Marketing and Project Manager at FIWARE Foundation) introduced the Context Broker Webinar - Presentation of grants opportunity on 24 September at 15:00 CET. It is an important event as Daniele Rizzi (DG CNECT) will explain the objectives of the "Open Data" call. The Context Broker will also be mentioned as a privileged solution.

❖ **FIWARE iHubs**

- Cristina stated that FIWARE keeps supporting higher visibility and community building for our iHubs. We are planning to create an iHub brochure, brand guide and iHub video in the future.
- During Smart Cities Expo, we will run FIWARE supported events called FIWARE Smart Cities Week. We will launch next week.

❖ **COMMUNITY NEWS**

- Gianluca Dianese - Director - IDEASFORUM Innovation Hub talked about the newly-founded IDEASFORUM Competence Centre. Based in Monheim am Rhein (Germany), the IDEASFORUM is an innovation hub that brings together Civil Society and Technology. The core values we build on are an Open Source Culture and strong collaboration.

❖ **FIWARE New Members**

- Cristina welcomed two new members TraveKom (Germany) and Nivid Technologies (US).

❖ **FIWARE Accelerators**

- The program welcomes bwcon as a new partner. bwcon is a leading business initiative for the promotion of Baden-Württemberg (Germany) as a hub for innovation and high-tech.
- Giovanni Coppa (Head of Data Center and Cloud Innovation, WOBCOM) introduced their activities at WOBCOM and what they want to do with FIWARE in the future. They would like to engage startups to use solutions provided by Wobcom in cooperation with FIWARE.

❖ **FIWARE Impact Stories.**

- Tonia introduced the latest FIWARE impact story is Urban Data Platform (UDP) from one of our Platinum members Atos. UDP is an open, standard, and interoperable IoT platform, powered by FIWARE. It allows the collection of numerous data coming from multiple sources. These include sensors, open portals, legacy systems, and web services.
- Clara Pezuela from Atos talked about UDP and smart spaces safe and comfortable spaces for people and businesses.
- Cristina encouraged the FIWARE community to share their story and feature at FIWARE Impact Story line up.

❖ **Press Work & Products**

- Cristina showed the tremendous amount of PR works at FIWARE such as press releases, publications, or media partners to get the FIWARE community visibility and international presence within the Press.
- FIWARE just launched a brand new White Paper - Future Cities: Smart, Resilient,

Inclusive and Sustainable. It is a joint FIWARE Community collaboration, looking at the heart of topics such as resource efficiency, the reduction of greenhouse gas emissions, biodiversity, resilience to climatic extremes, water resilience, green growth, and many other topics.

- The FIWARE Community has recently been featured on several publications such as Business Reporter and lands in Paderborn.

The next Marketing Round-up Call will take place on October 28, 2PM-3PM (CEST). Invites will be sent out shortly via email.

Contacts

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