Marketing Round-up Call

Date: 23-04-2020
Time: 14:00-15:00 (CEST)
Edition: #5
Previous Meeting Minutes

Agenda

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1. **CAMPAIGNS**

   ○ FIWARE Impact Stories
   ○ Wisdom Across the Board

2. **CALLS FOR ACTION**

   ○ COVID-19
   ○ Climate Change Booklet

3. **EVENTS & INITIATIVES**

   ○ FIWARE Marketplace

- ○ FIWARE Global Summit
- ○ IFAT
- ○ iHub initiatives and activities
- ○ Cities Based on FIWARE
- ○ Martel Remote Working Survey
- ○ #WednesdayWebinars
- ○ Funded projects
- ○ FIWARE Robotics

4. WHAT'S NEW

- ○ New FIWARE release
- ○ New members
- ○ Brand new publications
- ○ FIWARE press releases
- ○ Smart World by FIWARE video

5. KEY TAKEAWAYS

Participants

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Name	Organisation
Cédric Crettaz	UDG FIWARE iHub Western Switzerland
Charlotte Kotterman	FIWARE Foundation
Stefano De Panfilis	FIWARE Foundation
Karen Vega	FIWARE Foundation
Kazuhito Suda	FIWARE Community
Mariana Minascurta	FIWARE Innova iHub (TeamDev)
Daniel Villalba	FIWARE ZONE iHub
Natália Susana Silva	FiiHUB
Fernando López	FIWARE Foundation
Alberto Abella	FIWARE Foundation
Benedetta Carlotti	Phoops srl
Jan-Willem Wesselink	Future City Foundation

Stefan Stengel	Gateway49
Frank Schröder-Oeynhausen	Gateway49 / TZL Technology Center
Sebastiano Meneghello	Bettair Cities
Ali Benbrahim	FIWARE iHub Tunisia
Jason Fox	FIWARE Foundation
Satinder Jeet Singh	FIWARE Evangelist, NEC Technologies India
Guiomar Tuñón	Naeva Tec
Brigitte Lutz	City of Vienna
Lea Hemetsberger	OASC

Meeting Minutes

The [presentation](#) and minutes will be shared following the meeting.

CAMPAIGNS

- **Impact Stories / DE4Bios -** Ready-to-use FIWARE-based biosurveillance system that helps public administrations and health institutions to have a 'near' real-time holistic view of contextualized information coming from different data sources. This way, public administrations, and health institutions can better understand their priorities, define and apply epidemiological models, and real-time geolocation of some clinical-health phenomena, and predictive maps of contagion.
- **Wisdom Across the Board -** Interviews with the newest members of the Board of Directors. Get an insight into the work and challenges of the BoD, as well as how they see the future of the Foundation.

CALLS FOR ACTION

- **COVID-19 Call for Action** - 'off the shelf' Open Source, FIWARE-based solutions that are contributing to robust healthcare but not limited to COVID-19
- **FIWARE Accelerator Program:** We are entering partnerships with different Accelerators to create, together, accelerator activities. The first services that we can provide are online and physical technical training courses, thanks to the FIWARE Experts. This will help to help SMEs and startups to integrate FIWARE technologies. The full program will be presented in the next Marketing Round-up in May.
- [**Accelerator Gateway49**](#) - Working together with many corporates in their area in Germany, Lübeck - Program of 9 months where they get coaching, mentoring, technical support, a physical hub. Area of: Life Science, Food, Smart City, Logistics. Exciting upcoming opportunities for startups.

EVENTS & INITIATIVES

- **Events -** We are following the development of events on a daily basis. We don't know what the future holds at this point in time but will be touch in with the Community with regards to updates, also involving our own physical events. The open call for the FIWARE Global Summit is still open, as is the call for Exhibitors and Sponsors.
- **IFAT** - Postponed until September and connected to our activities in the Water sector and FIWARE4Water. Two slots for FIWARE on September 8 and 9.
    - We have an Open Call for the Community to work on this value proposition together with the Community. An opportunity to work together.
- **iHubs** - We are working on a value proposition for the iHubs, to support those who are there and willing to join us. We wanted to introduce them and to share their achievements in 2020 and also a roadmap on future activities.
    - [**Innova iHub -**](#) Hosted by TeamDev and located in Perugia (Italy) focused mainly on **Smart Cities** and **Smart Agrifood**. Has joined the Marketplace and has a

FIWARE Technical Expert on the team. The iHub provides customized courses and training and this year they organized several ones in Florence and Perugia. Masterclasses are upcoming in the Fall.
- **Future City Foundation:** In the City Deal 'A smart city, that's how you do it', they develop, test, and implement a toolbox with instruments, technical products, regulations, etc. that contribute to applying these design principles in practice. Online Get-together each week with an international guest.
- **FIWARE Robotics:** Three key elements in connection to FIWARE: ROS 1, ROS 2, and micro-ROS (initiative in which FIWARE plays an active role). Another important aspect is Industrie 4.0.
  - On the **6th of May (10:00-11:00 CEST)** there will be a 2nd Robotics Webinars - Build interfaces for Smart Applications for FIWARE. Any questions? Please contact the Marketing team, we can get you in touch with Francisco, our FIWARE

WHAT'S NEW

- Please view PPT.

KEY TAKEAWAYS

- Please view PPT.

The next Marketing Round-up Call will take place on 20 May 2020, 2PM-3PM (CEST). Invites will be sent out shortly via email.

Contacts

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- **Community Management, Social Media and Smart Energy Call for Contributions:** Charlotte Kotterman - charlotte.kotterman@fiware.org
- **Impact Stories and Universities Roadshow:** Tonia Sapia - tonia.sapia@fiware.org
- **Press, PR and Content:** Val De Oliveira - valdirene.deoliveira@fiware.org
- **iHubs Slide set**: angeles.tejado@fiware.org