

Deliverable D500.1.4

Report on community building activities, knowledge transfer, training and educational ac- tivities and potential for innovation Interim report (M12)

WP 500 – T510

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The Flspace Project

Leveraging on outcomes of two complementary Phase 1 use case projects (Flnest & SmartAgriFood), aim of Flspace is to pioneer towards fundamental changes on how collaborative business networks will work in future. Flspace will develop a multi-domain Business Collaboration Space (short: Flspace) that employs FI technologies for enabling seamless collaboration in open, cross-organizational business networks, establish eight working Experimentation Sites in Europe where Pilot Applications are tested in Early Trials for Agri-Food, Transport & Logistics and prepare for industrial uptake by engaging with players & associations from relevant industry sectors and IT industry.

Project Summary

As a use case project in Phase 2 of the FI PPP, Flspace aims at developing and validating novel Future-Internet-enabled solutions to address the pressing challenges arising in collaborative business networks, focussing on use cases from the Agri-Food, Transport and Logistics industries. Flspace will focus on exploiting, incorporating and validating the Generic Enablers provided by the FI PPP Core Platform with the aim of realising an extensible collaboration service for business networks together with a set of innovative test applications that allow for radical improvements in how networked businesses can work in the future. Those solutions will be demonstrated and tested through early trials on experimentation sites across Europe. The project results will be open to the FI PPP program and the general public, and the pro-active engagement of larger user communities and external solution providers will foster innovation and industrial uptake planned for Phase 3 of the FI PPP.

Project Consortium

- DLO; Netherlands
- ATB Bremen; Germany
- IBM; Israel
- KocSistem; Turkey
- Aston University; United Kingdom
- ENoLL; Belgium
- KTBL; Germany
- NKUA; Greece
- Wageningen University; Netherlands
- PlusFresc; Spain
- FloriCode; Netherlands
- Kverneland; Netherlands
- North Sea Container Line; Norway
- LimeTri; Netherlands
- Kühne + Nagel; Switzerland
- University Duisburg Essen; Germany
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- The Open Group; United Kingdom
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Dissemination Level

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

Change History

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092	Updates based on input from Flspace reviewers	16.04.2014

Abbreviations

App	Software Application	i.e.	id est = that is to say
AdvB	Advisory Board	IP	Intellectual Property
D	Deliverable	IPR	Intellectual Property Rights
DB	Database	KPI	Key Performance Indicator
DoW	Description of Work	M	Month
EC	European Commission	PM	Person Month
e.g.	Exempli gratia = for example	RTD	Research and Technological Development
EU	European Union	SDK	Software Development Kit
FIA	Future Internet Assembly	SME	Small and Medium Sized Enterprise
FI-PPP	Future Internet Public Private Partnership	ST	Sub-Task
FP7	Framework Programme 7	T	Task
GA	Grant Agreement	WP	Work Package
ICT	Information and Communication Technology		

Document Summary

This deliverable is an interim report on community building activities, knowledge transfer, training and educational activities developed by M12 (Interim report up to March 2014) of the Flspace project and it provides a reviewed plan for the second year of the project. This report is a result of the work done under task 510 (ecosystem incubation) and in particular subtasks 511 (Community building), 512 (Knowledge transfer, training and educational activities) and 514 (Open Call supporting activities). This report also aggregates relevant results from WP400 (and in particular by the 8 use case trials), WP100 (Open Call), WP200 and WP300, and task 560 (dissemination activities) as many different tasks and actions in the project contribute to the Flspace ecosystem building. In addition, it provides input to D500.7.2 in relation to the supporting activities towards the FI-PPP phase 3 projects.

This deliverable provides:

1. Information about the implementation of the plan for community building delivered (D500.1.1), which was delivered in M3 of the project.
2. An updated plan for year 2.
3. An updated version of D500.1.2, including a detailed plan of actions to support phase 3 projects and SMEs that enter the Flspace consortium through the Flspace Open Call (in alignment with WP100 definition of activities).
4. A report in dissemination activities that supported the Flspace Open Call and that a summary of the results (input from D100.5) in alignment with the community building plan.

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1 Introduction

1.1 Objective of this report

Task 510 (Ecosystem incubation), and in particular sub-task 511, was defined to directly support WP500 to achieve its first objective¹ and indirectly to support the achievement of the second and the third ones. For that purpose, task 510 has to develop activities in tight coordination and cooperation with the rest of the tasks in WP500 (Task 520 Business models, Task 530 Policy and Regulation, Task 540 Standardisation, Task 550 Exploitation, Task 560 Dissemination and Task 570 in charge of delivering a plan to move into phase 3). The communities built in the context of Task 511 will be considered as communications channels between the market and the project, and will also support activities of the business model, standardization, policy, regulation and exploitation tasks in WP500.

1.2 Stakeholders and expectations²

Internal stakeholder:

Internally, the eight use case trails represented in WP400, projects partners and task leaders of WP200, WP300 and also the related tasks of WP500 will benefit from the collection provided in the present deliverable. In this context the, profiting parties are:

WP400:

- T421: Crop Protection & Information Sharing
- T422: Greenhouse Management and Control
- T431: Fish Distribution & Planning
- T432: Fresh Fruits & Vegetables Quality Control
- T433: Flowers & Plants Supply Chain Monitoring
- T441: Meat Information Provenance
- T442: Import/Export of Consumer Goods
- T443: Tailored Information for Consumer Goods

Use case trails: their individual communities will be educated and trained to be able to manage the Flspace tasks expected from them. A shared overview on parallel actions leads to increased efficiency and saves coordinating time

The present deliverable provides an update to the D510.1.2 overview on what already has been done and will be done by the trial in later times of the project. This report does not summarize each use case trial stakeholder groups and does not illustrate their individual needs, as that information can be found in D500.1.2 (referenced throughout the document when needed).

WP400 (T450 and in particular subtask 453) is in charge of supporting the integration of new SMEs into the project (Flspace Open call).

WP200:

This WP will deliver essential contributions in integrating software developers and educating them in the usage of Flspace and the facilitation of its core functionalities. This is relevant for Open Call Winners in Phase 2 and Phase 3 projects. WP200 feeds bitbucket³ with content and materials.

WP300:

Similar to WP200, this WP is to a great extent involved in phase 3, and even the time after the project has ended, as they provide knowledge on the Flspace operating platform and its hosting requirements.

¹ Mobilizing, engaging and preparing stakeholders across Europe (mainly SMEs and web entrepreneurs) for participation as application and service developers building on and extending the large scale trials;

² Included in D500.1.2 and included here to support the reader

³ <https://bitbucket.org/flspace>; Reference D500.1.3

WP300 will need to educate phase 3 developers and trial stakeholders in the various possibilities Flspace can offer them. Therefore, this WP benefits as well from a shared overview on current and planned activities and events.

WP500:

The task force of WP500 is responsible for presenting the Flspace project to the outside world. Having a condensed and constantly updated overview on activities and material created by the other WPs, and especially by the trials, supports their promotion and education activities in a meaningful way.

External stakeholders:

The predecessor projects SmartAgriFood and FInest projects already identified important external stakeholders. Consequently, a detailed understanding of who those stakeholders is existing since the beginning of the phase 2 Flspace project. Hence, the Flspace community involves the following type of stakeholders:

- Infrastructure owners
- ICT solution providers including:
 - SME ICT app developers
 - SME ICT system integrators
 - ICT solution providers in general (not included in the previous 2 categories)
- Industry stakeholder groups (food, logistics, others) as potential system users
- Other stakeholder groups as potential system users (farms, etc.)
- Owners of (inter)national, European and global certification schemes
- European policy groups
- Multipliers in training institutions and research
- SME Intermediaries and community managers (phase 3 proposers)
- Others (not included in the previous categories)

1.3 Organisation of this report

This report is structured in the following way:

- **Section 2** shows the results of the implementation of the plan delivered in D5001.1 and provides input for section 6 (revised plan).
- **Section 3**, provides an update on D500.1.2, in particular in relation to the educational activities performed by the use case trials.
- **Section 4** reports on Open Call dissemination supporting activities (ST514).
- **Section 5**, defines specific actions to support SMEs as application developers and phase 3 accelerators.
- **Section 6** outlines the new detailed plan for year 2 based on the previous sections.
- **Section 7** closes the document with conclusions.

2 Report of community building (D500.1.1)

In month 3, Flspace released D500.1.1, called “plan for community building”. That plan covered all the different aspects and actions to build a community and to link it to a successful project exploitation. In that document we explained 1) why it is so important for Flspace to develop the community; 2) the general approach that the project should follow in building the community; 3) the description of the Flspace stakeholders; 4) the need to integrate stakeholders in sustainable ecosystems; 5) a list of indicators to assess progress (as “community building” is a task developed through mostly all the partners in the project and integrated in all the Flspace WPs); 6) tools to be used to develop this community; 7) the plan and planned actions to develop this activity including a high level plan, a detailed plan for year 1 and specific actions to target developers/SMEs.

This section provides an overview on how the activities performed during year 1 of the project developed according to the defined principles, indicators and the defined planned. Section 6 of this report develops a revised version of the plan and outlines a more detailed plan for year 2 of the Flspace project.

For the benefit of the reader we summarise in this introduction why is so important to develop a community for Flspace project⁴:

“Flspace needs to build a community for exploitation purposes: the community of App developers that will nurture the Flspace App store with many and diverse Apps, and a community of users willing to use the Flspace App store to build their B2B solutions. In particular, and in the context of Flspace as part of the FI-PPP programme, there is a need to build a community to leverage:

- **Phase 3 proposals:** Phase 3 projects will take Flspace to the level where many App developers will build relevant Apps for the Flspace App store and where users will experiment with them in real-life environments stimulating the demand side all over Europe. Flspace aims to have at least 5 phase 3 projects⁵ fully or partially based on the Flspace platform. Phase 3 proposers could be: SME incubators, SME associations, venture capitalist, infrastructure owners, and intermediaries in general constitute therefore a target group of the Flspace community.
- **Involvement of developers** (App developers + system integrators), as the community that will generate the Apps through Open calls in phase 2, and open calls in phase 3. It is planned to develop a sustainable community of developers that give continuity to the Flspace exploitation after the end of the programme.
- **Involvement of users:** to stimulate the demand side all over Europe and for testing and experimentation purposes.

*The **ultimate goal is to create sustainable ecosystems** willing and able to exploit the Flspace platform beyond the duration of the Flspace project and the FI-PPP programme. Section 2.5 (called “From communities to sustainable innovation ecosystems”) further elaborates on this specific objective.”*

2.1 From the planned approach to the developed approach

In this subsection, we assess the reality of the approach defined in month 3 with the main objective of assessing potential deviations.

- **“Building upon existing communities and stakeholders, engaged during phase 1 by SmartAgriFood and Flnest, and existing networks and ecosystems and building upon the project use case trials and application domains** defined in WP400 “:

Most of the “knowledge transfer and educational actions” have been delivered in the context of the use case trials, their ecosystems and existing communities. Most of the use case trials have linked past activities (pre-Flspace) to the current Flspace development building upon their existing communities.⁶

⁴ This text is extracted from D500.1.1 delivered M3 of the project

⁵ Internal Flspace target defined in T570 (D500.7.1)

⁶ D500.1.2 Part II (sections 2 to 9) provided detail information about they way the use case trials have linked Flspace activities to existing communities.

- *“The external stakeholders need to see a value in becoming part of the Flspace community”*

Up to M12 this approach has brought a lot of value for the community building activities (in particular considering the possibilities offered by the Flspace Open Call and FI-PPP phase 3).

Although one of the main focuses of Flspace during year 2 (in relation to community building) is to provide support and transfer of knowledge to phase 3 projects (responsible of scaling the communities), it is also important to engage with external stakeholders out of the umbrella of the European Funding. This task will mainly be achieved through the Flspace associated members and exploitation activities (Subtask 553).

- *“It is necessary to keep the community alive and for that **community management activities are necessary all along the project**”:*

As described in D500.1.2 and in section 3 of this report (update on D500.1.2), on-going activities have been developed towards all the different stakeholders linked to the 8 use case trials and most of the partners of the project. On the other hand, and as described in D500.1.1, a dataset of interested and/or engaged stakeholders was created, and the list has been used to communicate information about Open calls and relevant events (e.g. Flspace’s presence at the ICT2013 event in Vilnius).

- *“Developers understand developers, so it is necessary to involve the technical resources of Flspace to engage with developers”:*

D500.1.2, D500.1.3 and section 5 of this report show that the role of the Flspace technical team is key (WP200, WP300 and WP450), and they will need to take responsibilities in many of the activities of knowledge transfer and support to SMEs, phase 3 accelerators and ultimately to developers engaged through phase 3 project.

- *“Clear terms and conditions (IPR and business models) will become a cornerstone for community building (especially for year 2)”*

Special effort has been taken within WP500 (in particular in task 520 and task 550) to develop IPR and Terms and conditions. The “Welcome package”⁷ for phase 3 accelerators and SMEs will include this information.

Several other principles were developed in D500.1.1⁸ with minor value implications in the assessment and definition of on-going activities.

2.2 Indicators for community development

Flspace T510 defined some internal indicators⁹ for community building with the purpose of monitoring the progress in community building activities to help to identify gaps and assess the need of launching new actions not previously considered.

The initially defined indicators were¹⁰:

- **Phase 3 proposers** (in collaboration with T570): It is not possible to measure the total number of phase 3 proposers linked to Flspace capabilities. However, the number of 5¹¹ approved phase 3 projects¹² linked to Flspace (3 completely linked and 2 partially linked, out of a total of 16 accepted ac-

⁷ See section 5 of this document

⁸ Section 2.2

⁹ Only used in the context of this task and not for reporting purposes

¹⁰ Details of the definition of this indicators can be found in D500.1.1 section 2.4

¹¹ For more information about those projects and link to Flspace look at D500.7.2

¹² Negotiation phase at the time of release of this deliverable

celerator projects)¹³ **clearly show success in community building activities planned and delivered during year 1** (in particular up to M9).

- **Flspace supporting community:** This specific indicator intended to monitor the size and distribution (geographical outreach) of the Flspace community. No specific target (value) was defined. The number and distribution of applicants from the Open call (102 with responses from countries such as Hungary, Slovenia, Serbia, etc.) and the Flspace related phase 3 projects (5, involving some of them accelerators in eastern European countries) provide enough evidence of a good growth in outreach during Y1 of the project.
- **Outreach of educational and training activities:** This indicator was defined to monitor the amount and type of stakeholders reached by educational and training activities delivered by Flspace to make sure all the Flspace stakeholders (described in section 1.2 of this document) were well addressed. No specific target was defined. The measuring method proposed was the list of educational and knowledge transfer activities delivered by the use case trials (also participants of subtask 511 and subtask 512) and also by some key partners part of WP200, WP300 and WP500 (also part of these subtasks). The results showed in D500.1.2 and in section 3 of this document (update to D500.1.2) provide a good overview of all the different educational activities performed with different Flspace stakeholders. In particular the user communities (businesses, associations and individuals) in the different pilot ecosystems and the ICT players (developers and system integrators/solution integrators) were addressed.
- **Phase 2 Open Calls proposers:** No specific value for this indicator was defined. The final number of proposers was 102. This number, assessed in the context of the FI-PPP phase 2 projects and its open calls, demonstrates an outstanding result.

No update on the indicators has been performed for year 2. Due to the successful phase 3 results, and open call, successful indicators depend on the quality and effectiveness of the support actions towards phase 3 projects and SMEs. However support is not the only successful criteria (think for instance of the effectiveness of the accelerators and sustainability as more critical factors at the moment) and therefore no updates in indicators is considered necessary.

¹³ Details can be found in D500.7.2

2.3 Community building plan: report on year 1 and alignment with initial plan

D500.1.1 defined a high level plan visually described, in Figure 1 and 2:

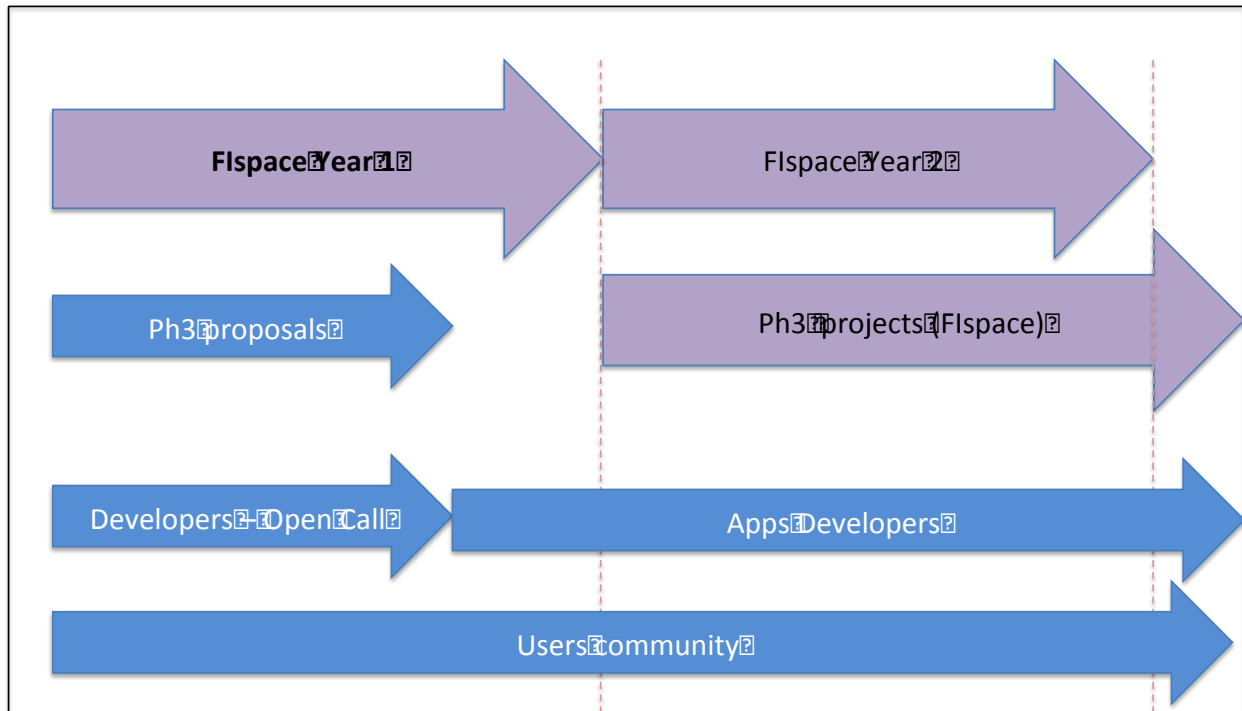


Figure 1: Flspace high level plan for community building

Figure 1 visualizes the yearly view of the community building activities summarised as follows:

- Year 1: **The foundations for the Flspace community.** (Completed)
 - Community building for phase 3 proposals (Apps developers accelerators + whole ecosystem)
 - Initial Developer community for Phase 2 Open Calls
- Year 2: **Growing community together with phase 3 projects.** (Focus - Section 5)
 - Developers community
 - Support to phase 3 projects (knowledge transfer, community building and developing sustainable ecosystems)
 - Keep the community growing + Associated partners

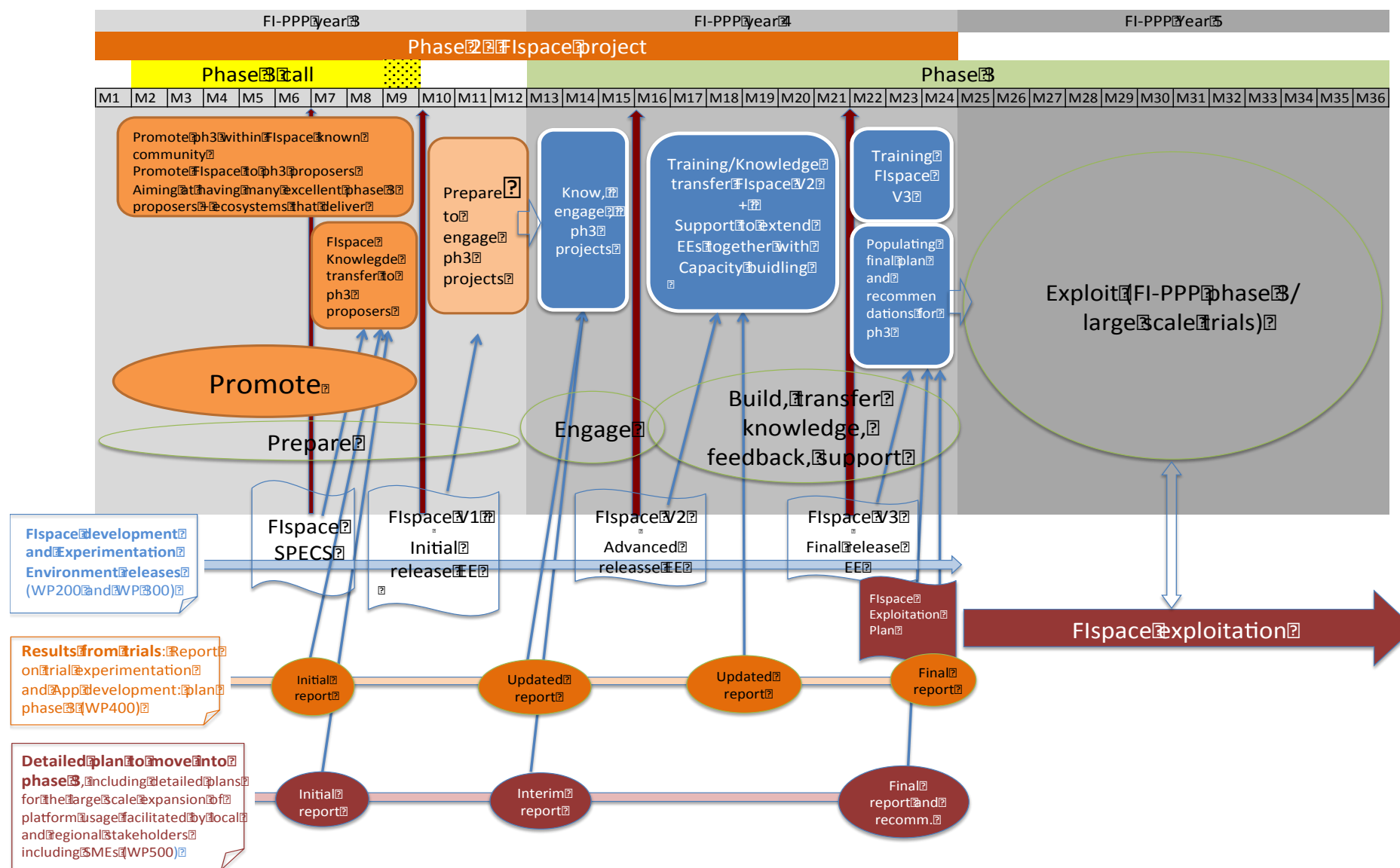


Figure 2: Community building in alignment with Flspace delivery and phase 3

Figure 2 shows the whole plan of activities in alignment with other Flspace Milestones and phase 3 projects delivery.

In this respect the high level plan was organised or split in the following steps.

- Apr 2013 – Dec 2013: Promote phase 3 and Flspace Open calls
- Dec 2013 – Jun 2014: Preparation to engage with Phase 3 projects
- June 2014 – Sep 2014: Engagement with phase 3 projects
- Sep 2014 – Apr 2015: Massive knowledge transfer, educational and training activities

This high level plan (already presented in D500.1.1) remains valid. At the point of delivery of this report Flspace is embedded in the so-called “preparation for engagement and engagement period”. Report on results of the actions performed during the “promotion of phase 3 and open calls” can be found in the section 5 of this report and D500.7.2.

Figure 3 visualises the high level roadmap and provides a more detailed list of activities for community building (also developed in D500.1.1) and it is still valid.

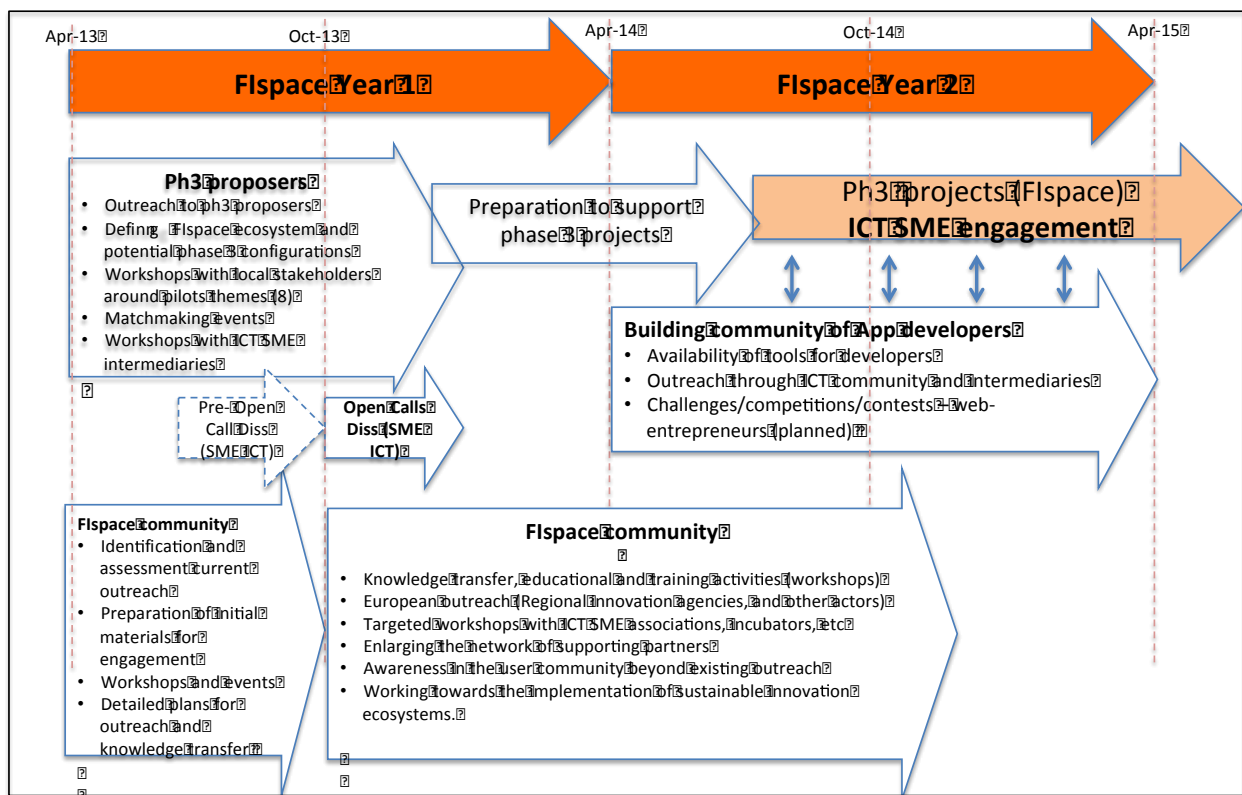


Figure 3: From High level plan to detailed plan for community building

The detailed steps and actions proposed and defined for community development in year 1 and the results are:

1. Assessment of the existing community (M1-M3): done and added to D500.1.1
2. Meeting the trial and domain owners (M3-M6): Gathering of information about communities and ecosystems built around project trials: done during the Istanbul general meeting (September 2013).
3. Preparation of online tools for engagement: Social media channels were put in place and use case trials delivered specific materials for engagement (D500.1.2)
4. Preparation of initial communication materials: done and reported in D500.6.2
5. Reaching the ICT players and SME intermediaries: This task was decentralised and engaged parties have joined Flspace through the Flspace Open calls and phase 3 projects.
6. Defining the knowledge transfer plan: Done (D500.1.2)

7. Getting some inputs from existing communities about needs/preferences for Collaborative working tools (input to ST513): Done (D500.1.3)
8. Dissemination and engagement activities for Open Calls: Done and reported in section 4 of this deliverable (and WP1 deliverable for Open call)
9. Building the ecosystems and phase 3 proposals: Done. Flspace joined and was very active in the 2 matchmaking events organised at FI-PPP level (Poznan and Brussels).
10. Organise special workshops/sessions for phase 3 proposers (under T570 umbrella): Not needed. Phase 3 proposers contacted Flspace and were informed on demand.
11. Assess the dynamics in between user communities and ICT solution providers in each of the project trials, interview some of the project experts in specific domain areas that already have the knowledge about what the main challenges are when working with user communities, and assess how the Living Lab methodology could support and improve these interaction in between stakeholders (working in close collaboration to the project trials: This task (foreseen in the initial plan to be delivered by M15) will be performed during the integration of the SMEs selected through the Flspace Open call (so in alignment with the initial plan)
12. Define a detailed plan for Developers community (Year 2) analysing the value of organising hackathons and competitions to build more apps and building developers communities: The phase 3 accelerators will perform these activities. Flspace wont organise these type of competitions. This actions is therefore remove from the plan (deviation from previous plan)
13. Assessment and delivery of tools for community building and engagement of Phase 3 projects (M9-M15): Started, and included in section 5 of this report
14. Supporting Phase 3 projects (M15-M24): Included in section 5 of this report
15. Transfer of knowledge (best practices) and methodologies (e.g. Living Labs methodologies) to phase 3 projects and to the Flspace community in general (in the way of educational materials) (M15-M24): To be done towards the end of the project. Best practises from use case trials will be used for inspirational purposes for phase 3 projects.
16. Building the developers community (M12-M24): Started, included in section 5

3 Report and updates in the plan for educational and training activities (updates on D500.1.2)

Subtask 512 was defined with the main goal of identifying and structuring educational activities and material for internal project participants and external partners interested in participating in phase 2 and phase 3 of the Flspace project.

D500.1.2 (detailed plan for educational and training activities, M6) was a result of the work in subtask 512, inputs from the use case trial leaders, and inputs from WP200 and W300 representatives. That report described the activities and the material already available and the community already involved by M6 as well as, future activities and material required. **This section provides an update on that information in particular in reference to the use case trials.**

Within the framing task 510 “Ecosystem Incubation” that deals with the process and actions to build local, regional and cross-border communities across Europe and beyond. Respectively, these communities have to get to know, to understand and to use the project capabilities, and as such, they are able to exploit the potential for innovation of the Flspace platform.

D500.1.2 provided very detailed information, not only about the training and educational activities and materials performed and planned by M6, but it also provided thorough information about the identified target group, vision and expectations of that particular target group per trial and other stakeholder group. This deliverable does not include that information again (to limit the size of this deliverable and to provide a clear view on the updates), but references it in case the reader is interested in knowing more. Therefore, this section only reports on information updates about how these targets groups are addressed and the materials used and planned.

3.1 Communicating with the farming community

A detailed description of this target group and its vision and expectations can be found in D500.1.2, section 2.1 and 2.2.

3.1.1 Addressing target group during project duration

Table 1 shows an updated plan of activities targeting the reference the referenced community. Main updates in reference to the previous plan in the addition of an international workshop (in the context of Smart Agrimatics conference, <http://smartagrimatics.eu/>) and minor changes in timing.

Table 1: Planned activities of the Farming Community trial.

Type of communication	Target Group	Focus	Timing
Workshop	Commercial farm partners	Whole Field Phytophthora Advice demonstration	M14 planned
Workshop	Farmer groups in the region	Further demonstrations of the advice system and feedback	M16 planned
International Workshop	Agricultural Software developers	Presentation of the Crop Protection Information Sharing trial as an example of using the Flspace platform for information sharing in agriculture.	M16 in Paris planned
Workshop	Farmer in the Netherlands	Large scale role out of the advice system	M24 on-going
Workshop	Regional partners and interested groups	Communication and demonstration of the Flspace platform	M7-M24

3.1.2 Provision of material and utilization plans during project duration

Table 2 provides an updated version of the provision of materials incorporating some materials to support developers in phase 2 and phase 3.

Table 2: Provision of material from the Farming Community trial

Target group	Type of material	Availability for project internal use (own use and partners)	Availability for distribution to external target group	General information	Dedicated material	Located
Farms	Informational material (documents, presentations)	Y	Y	Usability description of Advice Interfaces	Y	On request
Farms	Informational material (documents, presentations)	Y	Y	Usability description of Weather Interfaces	Y	On request
Software developers for phase 2 and phase 3.	Analyses and design documentation in Enterprise Architect (UML tool)	Y	Y	Defines a business process model, a reference data model, and xml model and a wsdl with xsd' as basis for messages.	Y	On request

3.2 Communicating with the Greenhouse community

A detailed description of this target group and its vision and expectations can be found in D500.1.2, section 3.1 and 3.2

3.2.1 Addressing target group during project duration

Table 3 includes an updated version of the activities performed and planned towards the Greenhouse community. Workshops and presentation targeting the user community have been delivered since M7 and a workshop planned to support the SME/developers that joined the trial through the Flspace Open Call.

Table 3: Reported and planned activities of the Greenhouse trial

Type of communication	Target Group	Focus	Timing
Talk (tentative)	Association of IT SMEs of Greece	Present the Flspace project, emphasizing on the Greenhouse Community to the "SEPE" and "SEPVE"	March 2014
Presentation	ICT community	Presentation of Flspace in the 6th International Conference of the Hellenic Association of Information & Communica-	Flspace M12 – M15

Type of communication	Target Group		Focus	Timing
			tion Technologies (HAICTA) in Agriculture, Food and Environment emphasizing on the app development Greenhouse trial and the Flspace platform	
Presentation	Potential users	end	Presentation of Flspace in the European Conference "This Farm is Your Business"	October 2013
Presentation	Potential users	end	Presentation of Flspace in "AGROTICA FAIR 2014" - the 25 th International Fair for Agricultural Machinery, Equipment & Supplies	January 2014
Workshop	End-users, Agri-food businesses, Farmers, ICT solution providers etc.		After the 1 st release of the trial specific apps, a workshop will take place emphasizing on the apps' functionalities	Flspace M10 – M12
Workshop	Open Call partner		Detailed discussions, demo and presentation of the current Flspace platform release, the trial's exact goals with regard to the app development and the SDK features available	Flspace M12-M15
Workshop	End-users, Agri-food businesses, Farmers, ICT solution providers etc.		After the pre-final release of the trial-specific apps, a workshop on testing and receiving feedback on the apps' functionality	Flspace M21 – M24
Press releases in portals	Civil Society, Greek Farmers		Announcement in the University of Athens portal, the OPEKEPE portal, as well as other domain-specific or not, portals	Flspace M6 – M24
Articles to be in the popular press (tentative)	Civil Society – Greek Farmers		Announcement about the Greenhouse Trial and the Flspace project	Flspace M6 – M24

3.2.2 Provision of material and utilization plans during project duration

Table 4 provides an updated version of the provision of materials adding some materials to support SME as applications developers that join the project through the Open Call.

Table 4: Provision of material from the Greenhouse Community trial

Target group	Type of material	Availability for project internal use (own use and partners)	Availability for distribution to external target group	General information	Dedicated material	Located
Internal partners, dissemination material for external stakeholders	Presentation	Y	Y	An often updated presentation of the Greenhouse Management & Control trial	Y	Owncloud – Dissemination Material
Mainly internal partners	Presentation	Y	Y	2nd Educational Session organized by NKUA team	Y	Owncloud – Meetings – Education Sessions
Agri-food businesses, ICT community, Civil Society	Leaflet	Y	Y	Greenhouse Management & Control leaflet with an overall description of the use cases of the trial as well	Y	Available on request – already distributed to WP500 leadership team
Farmers, Agri-food Businesses, ICT community	Presentation	Y	Y	Greenhouse trial's Apps to be used in the use cases with GUI mockups, functionality description etc,	Y	Available on request
Internal partners, dissemination material for external stakeholders	Presentation	Y	Y	An often updated presentation of the Greenhouse Management & Control trial		Owncloud – Dissemination Material

3.3 Communication with Food Chains: Fish

A detailed description of the target group addressed and its vision and expectations can be found in D500.1.2, section 4.1 and 4.2

3.3.1 Addressing target group during project duration

Table 5 is an updated version of the activities planned towards the Food Chain - Fish community, also introducing new activities to support Open Call accepted SMEs.

Table 5: Planned activities of the Fish trial

Type of communication	Target Group	Focus	Timing
Brochure describing Fish Trial	Fish producers, carriers, other supply chain stakeholders	Present the benefits of using Future Internet capabilities in fish transport planning and booking	M13 (April 2014)
Publication of paper at I-ESEA 2014 (7 th International Conference on Interoperability for Enterprises Systems and Application)	Researchers and practitioners in the area of enterprise interoperability	Paper title: Transport Planning Performance in Freight Shipping: Contribution of FI-enabled Business Interaction to Containerized Fish Cargo.	M12 (March 2014)
Publication of paper in "International Journal of Traffic and Logistics Engineering 2014"	Scientists, engineers, educators and students in the areas of traffic and transportation engineering.	Paper title: Future Internet Perspectives on an Operational Transport Planning ICT Tool	M13 April 2014
Workshop, presentation and paper at International Conference on Smart AgriMatics 2014.	Carriers, ICT, Transport Users, Fish Producers, including Open Call Partner.	Future Internet Capabilities for Fish Supply Chain. Presentations and discussions both from domain stakeholders and ICT stakeholders.	M15 (June 2014)
Abstract/Paper at "International Maritime and Port Technology and Development Conference 2014"	Transport community, developers, research community	Paper Title: Future Internet Based Services for Improved Transport Planning and Capacity Utilization.	M19 (Oct 2014)
Workshop for Norwegian maritime community to raise awareness around the possibilities offered by cloud technologies	Norwegian stakeholders in maritime transport and logistics	Present future internet capabilities to Norwegian maritime transport and logistics stakeholders	Autumn 2014
Stakeholder meeting with NCL's business partners	Seafood industry, transport community	Present and demonstrate Flspace collaboration platform through the fish trial. Get feedback from potential users of Flspace solutions not directly represented in trial team.	Autumn 2014

Type of communication	Target Group	Focus	Timing
Open Call Partner Follow-up	Open Call Partner	Training, Requirement specification, follow up, collaboration on testing and verification	TBD after negotiation meeting. From M13 and rest of the project
Continue communication with app/service developers in T450 (teleconferences, demonstrations)	Fish Trial partners, Open call partner in Fish Trial	Give feedback on current status of apps and services under development in T450.	The rest of the project duration.

3.3.2 Provision of material and utilization plans during project duration

No major updates provided in reference to the already provided list in D500.1.2. The list of materials is included here for consistency purposes.

Table 6: Provision of material from the Fish trial

Target group	Type of material	Availability for project internal use (own use and partners)	Availability for distribution to external target group	General information	Dedicated material	Located
Workshop participants	Presentations and enquiries for close workshops	Y	N	Y	Y	On request
	Presentations and enquiries for open workshops	Y	Y	Y	Y	ownCloud
	Flyers and presentations	Y	Y	Y	Y	ownCloud
General public, scientific community or stakeholder group	Articles and papers openly available	Y	Y	Y	Y	Publisher's website
General public, scientific community or stakeholder group	Articles and papers not openly available	Y	N	Y	Y	On request

3.4 Communicating with Food Chains: Fresh Fruits and Vegetables

A detailed description of the target group addressed and its vision and expectations can be found in D500.1.2, section 5.1 and 5.2

3.4.1 Addressing target group during project duration

Table 7 combines a report on activities done in the last 6 months with a new list of planned activities for year 2014 targeting the Fruit and Vegetables community. This use case trial organized several workshops from M7 to M9 to engage stakeholders in the Flspace Open Call and phase 3 proposals.

Table 7: Reported and Planned activities of the Fresh Fruit and Vegetable trial

Type of communication	Target Group	Focus	Timing
Workshop	FFV Stakeholder	Educational session for relevant stakeholder, identification of collaboration activities and needs	November 2013, Hamburg
Stakeholder Information	Dutch Production Association DPA	Presentation and discussion about the Project and the Trial, also on Phase 3 and potential roll out strategies	November 2013, The Hague
Stakeholder Information	European Fruit and Vegetable Association FreshFel	Presentation and discussion about the Project and the Trial, also on Phase 3 and potential roll out strategies	November 2013, Brussels
Stakeholder Information	German Fruit and Vegetable Association BVEO	Presentation and discussion about the Project and the Trial, also on Phase 3 and potential roll out strategies	November 2013, Berlin
Workshop	German Association of IT in Agriculture (IT Community)	Joint Workshop of Food Chain Trials at the GIL assembly 2014	February 2014, Bonn (Germany)
Food Dynamics Conference	Scientific Community	Presentations and Discussions with the scientific community Flspace Session	February 2014 Innsbruck, Igls (Austria)
Smart AgriMatics Conference	Scientific community IT in Agri-Food	Presentation of the FFV trial	June 2014
Stakeholder information	KTBL-Tage	Presentation of FFV trial and phase 3 developments	
Intern. Conference	Agribusiness community	Presentation of FI-PPP, Flspace and FFV trial	June 2014
World Conference	IT in Food community	Presentation of FI-PPP, Flspace and FFV trial	July 2014

Type of communication	Target Group	Focus	Timing
European Conference	Agrifood Economics and Management community	Presentation of Flspace trial approach	August 2014
Asian Conference	IT in Food community	Presentation of FI-PPP, Flspace and FFV trial	September 2014
European Chain Conference	Business Science and	Presentation of FI-PPP, Flspace and FFV trial	June 2014
Stakeholder and partner meeting (one or several)	Incoming partners and stakeholders	Clarification of domain specific App development	April 2014 (planned)

3.4.2 Provision of material and utilization plans during project duration

Table 8 provides an updated version of the provision of materials with some new additions.

Table 8: Provision of material from the FFV Trail

Target group	Type of material	Availability for project internal use (own use and partners)	Availability for distribution to external target group	General information	Dedicated material	Located
Interested stakeholder	Presentations and enquiries for close workshops	Y	N	Y	Y	On request
Interested stakeholder	Presentations and enquiries for open workshops	Y	Y	Y	Y	Owncloud
Interested stakeholder	Flyers and presentations	Y	Y	Y	Y	Owncloud
Interested stakeholder	Flyers and presentation	Y	Y	Y	Y	Owncloud
Interested stakeholder	App screen Mock-up presentation based on FFV example	Y	N	N	Y	Owncloud
Interested stakeholder	Product information model	Y	Y	N	Y	Under development
Stakeholders	Prototype of Pinf App	Y	N	N	Y	On request

Target group	Type of material	Availability for project internal use (own use and partners)	Availability for distribution to external target group	General information	Dedicated material	Located
Balanced Scorecard and stakeholder KPIs	Presentation and report	Y	N	N	Y	On request

3.5 Communicating with Food Chains: Flowers and Plants

A detailed description of the target group addressed and its vision and expectations can be found in D500.1.2, section 6.1 and 6.2

3.5.1 Addressing target group during project duration

Table 9 updates in activities planned activities for year 2014 for the Food Chain, Flowers and Plant community. Main updates relate to adjustments in timing.

Table 9: Planned activities of the Flowers and plants trial

Type of communication	Target Group	Focus	Timing
Presentation	Software suppliers and ICT managers	Results of the trial project	1st half 2014
Presentation	Software suppliers Flowers & plants Floricode community	Results of the trial project	2nd half 2014
Newsletter project	Stakeholders	Details about the trial	1st half 2014
Workshop with presentation	Future users of Flspace project: growers	Opportunities of the phase 3 projects	1st half 2014
Workshop	Researchers, software suppliers, future users	Results of the trial project and future perspectives	1st half 2014

3.5.2 Provision of material and utilization plans during project duration

No major updates have been developed since month 6 in reference to the list of materials and utilisation plans already provided in D500.1.2. Table 10 shows a copy of the list of materials for consistency purposes

Table 10: Provision of material from the Flowers and Plants trial

Target group	Type of material	Availability for project internal use (own use and partners)	Availability for distribution to external target group	General information	Dedicated material	Located
Business Stakeholders	Presentations and enquiries for close workshops	N	Y	Y	Y	On request
Business stakeholders	Presentations and enquiries for open workshops	Y	Y	Y	Y	On request
All interested stakeholders	Leaflets, documents, articles	Y	Y	Y	N	http://www.tuinbouwdigitaal.nl/nl-onderzoek/asmartergreepnport/kwaliteitgestuurdett.aspx

3.6 Communicating with Food Chains: Meat

A detailed description of the target group addressed and its vision and expectations can be found in D500.1.2, sections 7.1 and 7.2

3.6.1 Addressing target group during project duration

Table 11 provides updated information in activities performed (M7-M12) and planned activities for year 2014 for the Food Chain, Meat community. A new leaflet, and several presentations in different workshops and events summarised the activities performed in the last few months.

Table 11: Reported and planned activities of the Meat trial

Type of communication	Target Group	Focus	Timing
Leaflet	Agri-food businesses	What is the MIP trial about	October 2013
Scientific Papers	ICT community; Agri-food businesses	Call for Papers for GIL-conference: a) Meat Trial and b) EPCIS for Transparency	October 2013
Presentation	ICT community	GS1 Solution Provider Meeting	December 2013

Type of communication	Target Group	Focus	Timing
Presentations	ICT community; Agri-food businesses	GIL-Conference: a) Meat Trial and b) EPCIS for Transparency	February 2014
Presentation	Agri-food businesses	GS1 Branchengremium Fleisch	February 2014
Workshop (tentative)	Consumers	Transparency in the Meat Supply Chain	Flspace M10 – M12
Workshop (tentative)	Agri-food businesses	Transparency in the Meat Supply Chain	Flspace M21 – M24
Press releases in portals (tentative)	Agri-food businesses	Transparency in the Meat Supply Chain	Flspace M6 – M24
Articles to be in the popular press (tentative)	Agri-food businesses	Transparency in the Meat Supply Chain	Flspace M6 – M24
Workshop	Representatives of regulators/authorities	Transparency projects on pork and poultry	March 2014
Presentation	Representatives of regulators/authorities	Transparency in the Meat Supply Chain	March 2014
Workshop Hannover Messe	Ebbits project	Different approaches to handle traceability	April 8 2014
Induction Meeting	MIP trial and new partner EECC	Detailed planning and start of collaboration	April 4 2014

3.6.2 Provision of material and utilization plans during project duration

Table 12 provides an updated version of the provision of materials. The main addition since M6 is the printed leaflet addressing the meat food chain stakeholders.

Table 12: Provision of material from the Meat trial

Target group	Type of material	Availability for project internal use (own use and partners)	Availability for distribution to external target group	General information	Dedicated material	Located
Meat supply chain partners, consumers	film on SAF's TTAM pilot :video, already available	Y	Y	Y	Y	http://www.smartagrifood.eu/pilots

Target group	Type of material	Availability for project internal use (own use and partners)	Availability for distribution to external target group	General information	Dedicated material	Located
Meat supply chain partners, consumers	pdf-file "How the TTAM system works" Already available	Y	Y	Y	Y	http://www.smartagrifood.eu/pilots
Meat supply chain partners, Software solution providers	Leaflet as pdf-file, Power Point and maybe in printing format (eng./ger.)	Y	Y	Y	Y	Coming until end of September 2013 http://www.smartagrifood.eu/pilots
Meat supply chain partners, Software solution providers	Business sector events for involvement of stakeholders Participation and giving a presentation (the latter if possible) on GIL-Tagung	Y	Y	Y	Y	http://www.gil-net.de/tagungen.php 2014, February 26th with online promotion on e.g. http://www.Flspace.eu/content-type/event
	Participation and giving a presentation on GS1 Branchengremium Fleisch	Y	Y	Y	Y	t. b. d. in 2014 with online promotion on e.g. http://www.Flspace.eu/content-type/event
	Participation as exhibitor and maybe giving a presentation on the Event "Branchentag Fleisch & Wurst"	Y	Y	Y	Y	expected in June 2014 with online promotion on e.g. http://www.Flspace.eu/content-type/event
	Participation as exhibitor and maybe giving a presentation on the Event "Praxistag Lebensmitteltransparenz"	Y	Y	Y	Y	expected in June 2014 with online promotion on e.g. http://www.Flspace.eu/content-type/event

Target group	Type of material	Availability for project internal use (own use and partners)	Availability for distribution to external target group	General information	Dedicated material	Located
Meat supply chain partners, Software solution providers	Giving a presentation at the GS1 Solution Provider Meeting	Y	Y	Y	Y	Expected in December 12, 2013 online promotion on e.g. http://www.Flspace.eu/content-type/event
EECC	Negotiation	Y	N	N	Y	March 2014 (negotiation notes, PowerPoint of ECC)
Meat supply chain partners, Software solution providers	Physical Workshops/ Training on how the Flspace works, what the MIP trial is about/ What the business case is/ what needs the stakeholder and/ or Software solution provider need to fulfill	Y	Y	Y	Y	Beginning with the open call online promotion on e.g. http://www.Flspace.eu/content-type/event
Meat supply chain partners, Software solution providers	Press releases/ Articles in business sector related magazines e. g. STANDARDS magazine, „Fleischwirtschaft“, ...	Y	Y	Y	Y	Quarterly beginning with open call in November 2013
Meat supply chain partners, Software solution providers	Online public relations measurements: Performance of Web-based seminars on MIP trial	Y	Y	Y	Y	Beginning with presentation of MIP trial on the occasion of Open Call in October 2013
	Newsletter/ Mailings (e. g. GS1 Solution Provider)	Y	Y	Y	Y	Quarterly beginning with open call in October 2013???
Meat supply chain partners, Software solution providers	Social media activities: Facebook, twitter, linked in	Y	Y	Y	Y	On demand but continuously

Target group	Type of material	Availability for project internal use (own use and partners)	Availability for distribution to external target group	General information	Dedicated material	Located
Meat supply chain partners, Software solution providers, consumers	Film on “how the MIP works”: video, for presentation on Fairs, Websites, YouTube, ...	Y	Y	Y	Y	At the end of the MIP trial
Meat supply chain partners, Software solution providers	Leaflet in printing	Y	Y	Y	Y	January 2014

3.7 Communication with Consumer good chains

A detailed description of the target group addressed and its vision and expectations can be found in D500.1.2, sections 8.1 and 8.2

3.7.1 Addressing target group during project duration

Table 13 provides updated information in planned activities for year 2014 for the Consumer good chain trials with minor adjustments in timing.

Table 13: Planned activities of the Consumers Goods trial

Type of communication	Target Group	Focus	Timing
Presentation	LODER (Logistics Association), UND (International Transporters Association), BEYSAD (White Goods Suppliers Association) and TESİD (Turkish Electronics Industrialists Association)	Present the Flspace project	May-July 2014
Workshop	Koç Holding group of companies (potential end-users)	After the 1 st release of the trial specific apps, a workshop will take place emphasizing on the apps' functionalities	Flspace M15 – M18
Workshop	UND, LODER	After the 1 st release of the trial specific apps, a workshop will take place emphasizing on the apps' functionalities	Flspace M15 – M18
Workshop	Arçelik's global network	After the pre-final release of the	Flspace

	(supply chain gathering) and Zer A.S. (Koç Holding's central purchasing company)	trial-specific apps, a workshop on testing and receiving feedback on the apps' functionality	M21 – M24
Press releases in portals	Civil Society,	Announcement in the Flspace web site, Arçelik's web portal as well as other ICT and supply chain specific portals	Flspace M6 – M24
Articles to be in the ICT press	Civil Society, Stakeholders	Announcement about the Supply Chain and Logistics solutions and the Flspace project	Flspace M6 – M24

3.7.2 Provision of material and utilization plans during project duration

No major updates have been developed since M6 in reference to the already provided list of materials and utilisation plans already provided in D500.1.2. Table 14 shows a copy of the list of materials for consistency purposes.

Table 14: Provision of material from the Consumer Goods trial

Target group	Type of material	Availability for project internal use (own use and partners)	Availability for distribution to external target group	General information	Dedicated material	Located
Internal partners, dissemination material for external stakeholders	Presentation	Y	Y	An updated presentation of the Consumer Goods trial	Y	Owncloud – Dissemination Material
Potential stakeholders, users, ICT community, Civil Society	Leaflet	Y	Y	Consumer Goods trial leaflet	Y	Available on request
Potential users, Businesses and ICT community	Flash or video or presentation	Y	Y	Consumer Goods' Apps to be used in the use cases with GUI mockups, functionality description etc,	Y	Available on request

3.8 Communication with Consumer trial stakeholder group

A detailed description of the target group addressed and its vision and expectations can be found in D500.1.2, sections 9.1 and 9.2

3.8.1 Addressing target group during project duration

Internal meetings:

- **Face to face meetings:**
 - April 2014, second week: UPM, ATOS, PlusFresc and Open call new incoming partners. Follow up of the TIC trial and welcome to new partners.
 - September 2014. UPM, ATOS, PlusFresc. Follow up of the TIC trial
- **Biweekly Telco:** To work and plan on the tasks of TIC trial: deliverables, apps, attributes,

External meetings:

- **Meetings with supply chain stakeholders:** May 2014

Stakeholders: These activities will begin with a power point presentation showing the participants an introduction to Flspace project and its objective. Presentations will serve to show all the values of TIC App and the benefits for different types of companies in the Agri-food sector and other sectors. Flyers summarized information will be distributed.

- **Workshops with consumers:**

Consumers in general: These activities will begin with a power point presentation showing the participants an introduction to Flspace project and its objective. Presentations will serve to show all the values of TIC App and the benefits consumers can get. Flyers summarized information will be distributed.

1st workshop: Celebrated last 29th January, 2013. The following material was provided:

- Questionnaire about attributes for the TIC info app
- Questionnaire about logo recognition
- Questionnaire about potential improvements for TIC apps.
- Questionnaire about the workshop evaluation

2nd workshop with consumers: Mockup test. Planned for M18.

3rd workshop with consumers: Shopping experience: Planned for M22

- **Training**

- Training to cashiers in Plusfresc supermarkets: The objective of the training is to demonstrate the potential of TIC apps to all the cashiers in Plusfresc supermarkets. Expected attendance 200.
- Training for new partners: Presentation of TIC apps functionalities. April, 2nd week.

App Developers: The new partners welcomed to Flspace are mainly software developers. Thus, it is required to provide some materials in order to make these developers understand the different tools that are provided in the Flspace platform. As these materials are currently being created, the following list will be updated with new materials as soon as they are available.

3.8.2 Provision of material and utilization plans during project duration

In the table 15 the provision of material for the Consumer Trial stakeholders is summarized.

Table 15: Provision of material from the Consumer trial

Target group	Type of material	Availability for project internal use (own use and partners)	Availability for distribution to external target group	General information	Dedicated material	Located
Consumers in closed workshops	Presentations and enquiries for close workshops	Y	N	Y	Y	On request
	Flyer with presentation of FIspace project and TIC trial (in Catalan)	Y	N	Y	Y	On request
Consumers in open workshops	Presentations and enquiries for open workshops	Y	Y	Y	Y	Own cloud
Consumers, general associations	Flyers and presentations	Y	Y	Y	Y	Own cloud
Stakeholders	Flyers and presentation	Y	Y	Y	Y	Own cloud
New incoming partners from open call	Flyers and presentation	Y	Y	Y	Y	Own cloud
Software developers	Implementation scenarios	Y	N	Y	Y	Deliverable D400.2: Progress report on trial experimentation and App development and initial plan for Phase 3 rollout
Software developers	FIspace technical architecture	Y	N	N	Y	Bitbucket: http://dev.fispace.eu/doc/wiki/Home

Target group	Type of material	Availability for project internal use (own use and partners)	Availability for distribution to external target group	General information	Dedicated material	Located
Software developers	App development tutorial	Y	N	N	Y	Bitbucket: https://bitbucket.org/flspace/core/wiki/Home

Besides the material provided to customers, information from customers to be used as feedback received from the workshop. To get this information, customers will be asked about the usefulness of the applications developed or to be developed, potential improvements, strengths and weaknesses of the approach and the methodology used, etc.

This material will be attached to the notes taken by the organizers of the workshop on the number of questions the customer asks while using the application, average time employed to retrieve information of products, willingness and interest of the users during the experiments, etc.

With this information, a report of workshop results will be written and will be used as an internal document for the extraction of requirements for the design and modification of the released applications.

4 Report on Open Call dissemination supporting activities

In the context of Task 510 (Ecosystem building), subtask 514 was created to support the Open Call dissemination activities, with the main objectives of linking the community building and knowledge transfer activities to the Open Call. Subtask 514 aimed at providing dissemination support to the work done under WP100 (Task 140: coordination of the Open Call) and to organise info-days, in particular in the context of FI-PPP (in collaboration with the other FI-PPP use cases).

This section reports on the activities performed and the impact of such activities in the development of the Flspace community and innovation ecosystem. The information provided in this section mirrors the information included in D100.5. Some of the information provided in this section will also be included in D500.6.6 (dissemination report).

4.1 Open Call dissemination events¹⁴

Flspace organised several dissemination activities at key events during the period and a specific event was organised by the consortium.

Table 16: Open Call main dissemination events

Event	Date/Location	Other information
FI-PPP Open Call info day	Sep 25 th 2013 / Brussels	The technical presentation was used in this tele-conference can be found in the following link: http://www.fi-ppp.eu/wp-content/uploads/2013/07/04-Flspace_Open-Call_v1.8_short.pdf
Open Call informative middag Flspace	November 5, 2013 The Hague, The Netherlands	Organised by LEI Wageningen UR, Wageningen UR LR and Floricode. Inform the Dutch community on the Flspace project, FI-PPP programme, the Flspace Open call and the FI-PPP Open call on the 3rd phase and networking
Bonn.realis - Jour Fixe on Logistics in Agri-Food	November 4, Bonn	Regular meeting of the Bonn.realis association, which is a regional cluster including industry, science and public agencies.

4.2 Open Call advertisement

Flspace placed advertisements of the Open Call in four publications, both online and in print (three national and one international) outlined in table 17. More details and screenshots can be found in D100.5.

Table 17: Open call announcement press publications

Publication	Type	Country	Date
FAZ	Daily newspaper	Germany	06 November 2013
El Mundo	Daily Newspaper (financial)	Spain	06 November 2013
El País	Daily Newspaper	Spain	06 November 2013
www.yasad.org.tr	Website/Online	International	06 November 2013

¹⁴ More details can be found in D100.5

In addition there were other promotional actions organized by the use case trials to provide information to the applications related to them to potential applicants (reported in section 3 of this document).

4.3 Other supporting activities

The relevant Flspace partners provided information of the Flspace Open Call through their already established dissemination and communication channels, such as email distribution lists, social media and newsletters.

DLO sent open call information to 35 EPCIS 1.0 Certified Companies (software solution providers) in October 2013 in order to raise awareness to the MIP trial requirements for domain specific apps.

KTBL sent an email to 95 contacts in 51 institutions/companies (administrative bodies, research institutions, builders of agricultural machinery, agricultural software developers, and associations of the former groups). The contacts are located in Germany, Switzerland and Austria.

ENoLL promoted the open call through its monthly newsletter (+1500 subscribers), social media channels (+300 readers) and email to ENoLL members (+300 organisations all over Europe).

A dedicated section of the Flspace website was dedicated to post the Open Call information and updated regularly. Full call details were published on the Flspace website: <http://www.flspace.eu/>.

A dedicated email address was set up and announced in the website to solve doubts, questions and comments from interested participants.

In addition there were promotional actions organized by the use case trials to provide information to the applications related to them to potential applicants (reported in section 3 of this document).

4.4 Summary of results and alignment with the Flspace community

102 proposals were received for the Flspace open call¹⁵. This result in number of applications is considered a success in terms of community building and stakeholder engagement.

Figure 4 shows the distribution of cost per country of all the applicants. Figure 5 shows a distribution of the existing Flspace community by M3¹⁶.

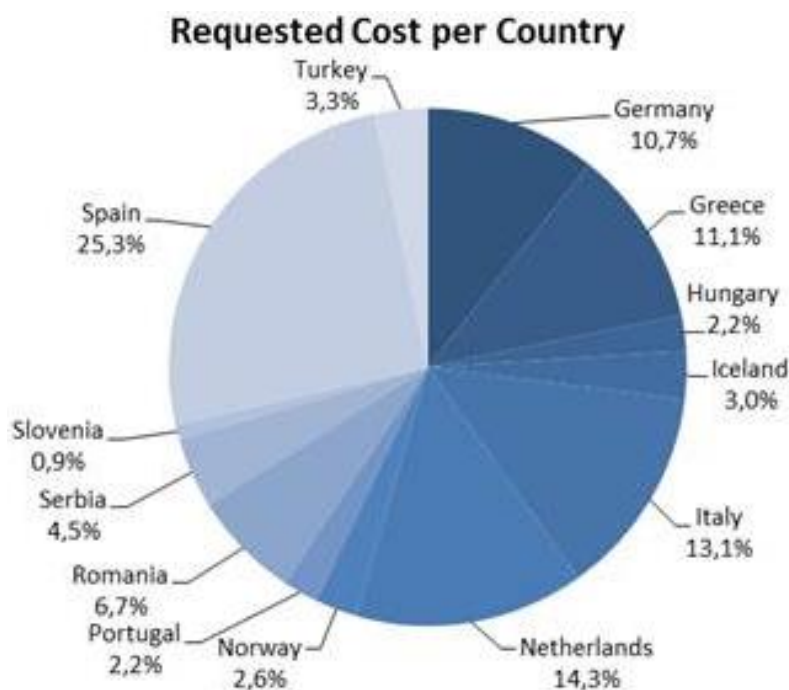


Figure 4: Requested cost per country of Applicants

¹⁵ Details can be found in section 4.5 of D100.5

¹⁶ More details can be found in D500.1

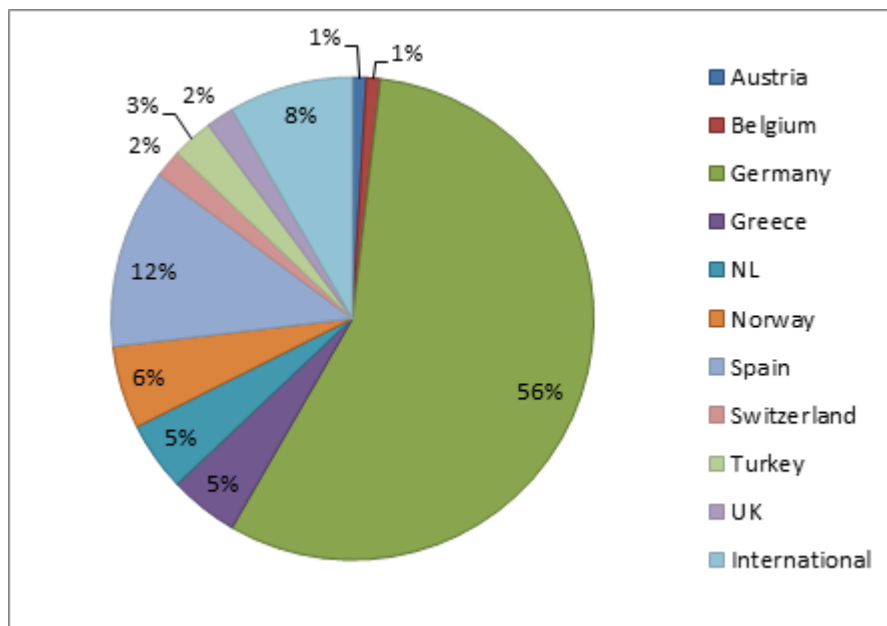


Figure 5: Identification of Flspace community of interest captured in M3¹⁷

Countries such as Germany, The Netherlands, Greece, Spain, Norway and Turkey consolidated their communities and developed dissemination and knowledge transfer activities that end up in a good number of proposals coming from those regions. The project has been quite successful in extending community to Eastern Europe (new communities reached, such as Hungary, Serbia, Slovenia, Romania) and some countries without Flspace partners still contributed (e.g. Italy, Portugal).

Summarizing, there is clear alignment between community building and results of the Open Call. The open call results show a geographical expansion of the community of interest.

¹⁷ As reported in M3 of the project (D500.1.1).

5 Specific actions to support SME as Application developers and phase 3 accelerators (Open Call and Phase 3 projects)

As specified in section 2 (and already presented in the initial plan) the focus of the community building and training and educational activities in year 2 is the **growing community together with phase 3 projects**, with a particular emphasis in:

- Developers community (new SMEs as application developers/developers)
- Support to phase 3 accelerators (knowledge transfer, community building and developing sustainable ecosystems)
- Keep the community growing and find associated partners (not covered in this section)

Besides the activities planned by each of the use case trials (described in section 3) and in particular to support the integration of new developers in their ecosystem, FIspace is defining a support package for both SMEs joining through Open call and phase 3 projects. This section provides details on that.

5.1 Support to SMEs as software developers joining through the Open Call

Subtask 453 (“Involvement of new apps developers by open call”), led by ATOS and part of WP400, covers the involvement of new partners in the FIspace Ecosystem, providing them support, and a set of activities defined in the integration plan (reported through WP400 deliverables).

It is however important to link the integration of these new partners/SMEs as applications developers to the support that FIspace will provide to phase 3 projects and to developers in general. In particular:

1. The process of integration of new SMEs will help us to understand the main (technical and business) challenges and therefore to improve the support that the project can provide to SMEs in the very close future.
2. Some of the materials created to support the SMEs as application developers now can be refined and reused to support phase 3 projects.

The integration plan for these SMEs includes¹⁸:

- Administrative issues (not relevant for the purpose of supporting SMEs out of this context)
- General documentation (not relevant for the purpose of supporting SMEs out of this context)
- First steps in Bitbucket (relevant to support SMEs and accelerators), including:
 - [Getting-started I](#)¹⁹
How to create a new project in FIspace environment using Maven and how to deploy and test it
 - [Getting-started II](#)²⁰
How to communicate with FIspace.
 - [Getting-started to deploy first widget](#)²¹
How to deploy a widget in FIspace
 - [Getting-started with the SDK](#)²²
How to use the SDK
 - [How to create an issue](#)²³
How to create an issue in FIspace apps
- Face-2-face technical meetings (WP200), technical documentation and webinars (under construction), all relevant to support SMEs and accelerators.

¹⁸ Details under discussion in WP400 at the time of delivery of this report

¹⁹ <https://bitbucket.org/fispace/apps/wiki/tutorial/getting-started/tutorial>

²⁰ <https://bitbucket.org/fispace/apps/wiki/tutorial/getting-started-2/tutorial>

²¹ <https://bitbucket.org/fispace/apps/wiki/tutorial/getting-started-to-deploy-first-widget/tutorial>

²² <https://bitbucket.org/fispace/apps/wiki/tutorial/getting-started/sdk-tutorial>

²³ <https://bitbucket.org/fispace/apps/wiki/tutorial/getting-started/create-issue>

- Integration in the use case trial ecosystem (relevant to understand integration of SMEs as app developers in the Flspace innovation ecosystems).

The supporting actions summarized above (under final discussion) will be delivered during the period from April to June 2014 and will provide a very valuable input to support phase 3 projects.

5.2 Support to phase 3 accelerator projects and SMEs as software developers joining through their Open Calls²⁴

The Flspace project will support the FI-PPP Phase-3 projects by²⁵:

- Transferring knowledge to accelerators and provide them with tools to attract developers.
- Providing tools, training and support for developers.
- Supporting the development of sustainable ecosystems (based on section 3 description).

The plan to support Phase-3 can be summarized as follows (as described in section 2.3 of this document):

- May 2014 – Sep/Oct 2014: Engagement with Phase 3 accelerator projects
- Oct 2014 – Apr 2013: Knowledge transfer, educational and training activities. Support to Apps developers community building and ecosystem incubation.

5.2.1 The engagement period

The engagement period is defined by Flspace project as the period from when the Phase 3 projects get on board until the period when the SME/App developers get on board through the Phase 3 projects Open Calls. At the moment of releasing this report, Phase 3 projects are in negotiation phase with variable starting dates along of Spring-Summer 2014. Phase 3 Open Calls are planned to be launched and announced on September 16th. App developers/SMEs are therefore expected to be on board during Autumn-Winter 2014²⁶

From the engagement point of view, Flspace will differentiate Phase 3 projects them in two different groups:

- Phase 3 projects that built their proposals already considering the Flspace platform, and thus having certain level of knowledge on the platform capabilities and the Flspace partners are involved in them.
- Phase 3 projects that did not build their proposals considering only the Flspace platform, but that could be interested in exploring possibilities, because 1) they focus on the Agri-Food domain; 2) they follow a multi-domain approach, or 3) because they deal with business-to-business collaboration and would profit from the benefits that the Flspace platform will offer.

It is important to differentiate these two groups, as the speed and dynamics of engagement will be different.

During the engagement period, Flspace project will offer to the Phase 3 accelerator projects:

1. **Flspace “Welcome package” and welcome face-to-face session(s).** This welcome package consists of information about the Flspace platform capabilities for development, experimentation, and exploitation, support provided and terms and conditions. In particular:
 - a. Flspace story including information about the different pilots
 - b. Summary and release plan of platform features (what and when)
 - c. High level explanation of the 2 extension mechanisms (adding value-add functionality through Apps, and configuration workflows)
 - d. Basic explanation of the technical roles needed (specifically user, App developer and Business Architect),

²⁴ The information developed in this section has been provided as input in D500.7.2 that will make it available to wider audiences (public deliverable)

²⁵ Input from D500.1.4

²⁶ This dates will be reviewed once more specific information from Phase 3 projects is provided to Flspace

- e. Availability of experimentation environment and documentation
- f. Some indication in business model and exploitation possibilities, terms and conditions

This welcome package will target SME umbrella organisations or accelerators (or similar organisations that in the Phase-3 consortia have a role to (technically) support SME/web-entrepreneurs). The welcome package consists in a several electronic resources and a face-to-face session (tailored according to phase 3 starting dates and inputs). The welcome package and face-to-face session will be delivered during Summer 2014 helping accelerators to prepare the launch of their open calls.

2. **Direct support to accelerators:** Flspace will most likely set-up an internal task force to support phase 3 projects engaged with Flspace. Monthly virtual meetings will be arranged in between the accelerators and the Flspace task force, to commonly assess challenges and issues and evaluate progress. The composition of this task force and dynamics of communication will be defined and discussed with phase 3 projects during the engagement period.

During the engagement period Flspace will discuss with phase 3 projects other needs not envisaged by Flspace at the moment (e.g. creation for a FAQ list to support their Open calls) and will update the training and support plan based on that input and the possibilities of Flspace as a project.

5.2.2 The development and experimentation period

The development and experimentation period is defined as the period when the SMEs as application developers are engaged through the phase 3 project Open Calls. During this period Flspace will provide:

1. **Best practices and examples from some of the Flspace pilots**, in the format of business brochures, for inspirational purposes to accelerators and app developers.
2. **Reference implementation of an App** (i.e. a fully-fledged App that uses platform features and that can be used for App developers to learn from and bootstrap their contributions) (Autumn 2014)
3. **Collaborative and online supporting tools:** includes the online version of the welcome package in addition to the guides for the Flspace for users and for developers, technical documentation for all Flspace components and apps. The Flspace website and Bitbucket (linked to the Flspace website) will be the entry point to access these materials.
 - a. <https://bitbucket.org/flspace/doc/wiki/Home> -> Online documentation
 - b. <https://bitbucket.org/flspace/core/issues?status=new&status=open> -> Issues that are discussed by developers; could be used in similar form for getting support to SMEs concerning Flspace
 - c. <http://dev.flpace.eu/> -> this is the final for the commercial solution of bitbucket.
4. **Preliminary training for trainers** that consists in an initial face-to-face training session for accelerators combined with webinars (online educational sessions described in point 6). The timing for the face-to-face training session(s) will depend on the inputs from the Phase 3 projects themselves (initial estimation in early autumn 2014).
5. **Online educational materials:** extending the information provided in points 1.b to 1.e including a session about how Bitbucket is applied to Flspace.
6. **Direct support to developers:** Flspace is not intended to provide direct support to developers and SMEs but phase 3 projects/accelerators are. However Flspace internal developers and external (phase 3 selected) will work with the same issue tracking system (bitbucket) that will facilitate the peer-to-peer collaboration between developers. Developers will have access to online documentation and training materials
7. **Direct support to accelerators:** as explained in the engagement period.

6 Updated plan for year 2

Figure 6 provides an updated version of the plan provided at month 3 of the project (reviewed in section 2, Figure 1). Without major changes, the updated plan includes the integration period for SMEs joining through the Open Call in between April 2014 and June 2014, that although performed through subtask 543, will provide insights and will advance the generation of technical tutorials and documentation to support the Phase 3 accelerators and to support the SME as application developers that will build upon Flspace, estimated to be around 150 in number²⁷.

This updated high-level plan for year 2 clearly shows the two main focuses in ecosystem building:

1. The internal preparation to support the Phase 3 projects
2. All the supporting tools and actions delivered towards Phase 3 accelerators

In parallel to all these supporting activities, and during year 2, the use case trials will continue delivering educational activities to their communities.

In addition to this, WP500 will develop further activities with the associated partners to extend the community to non-European Countries.

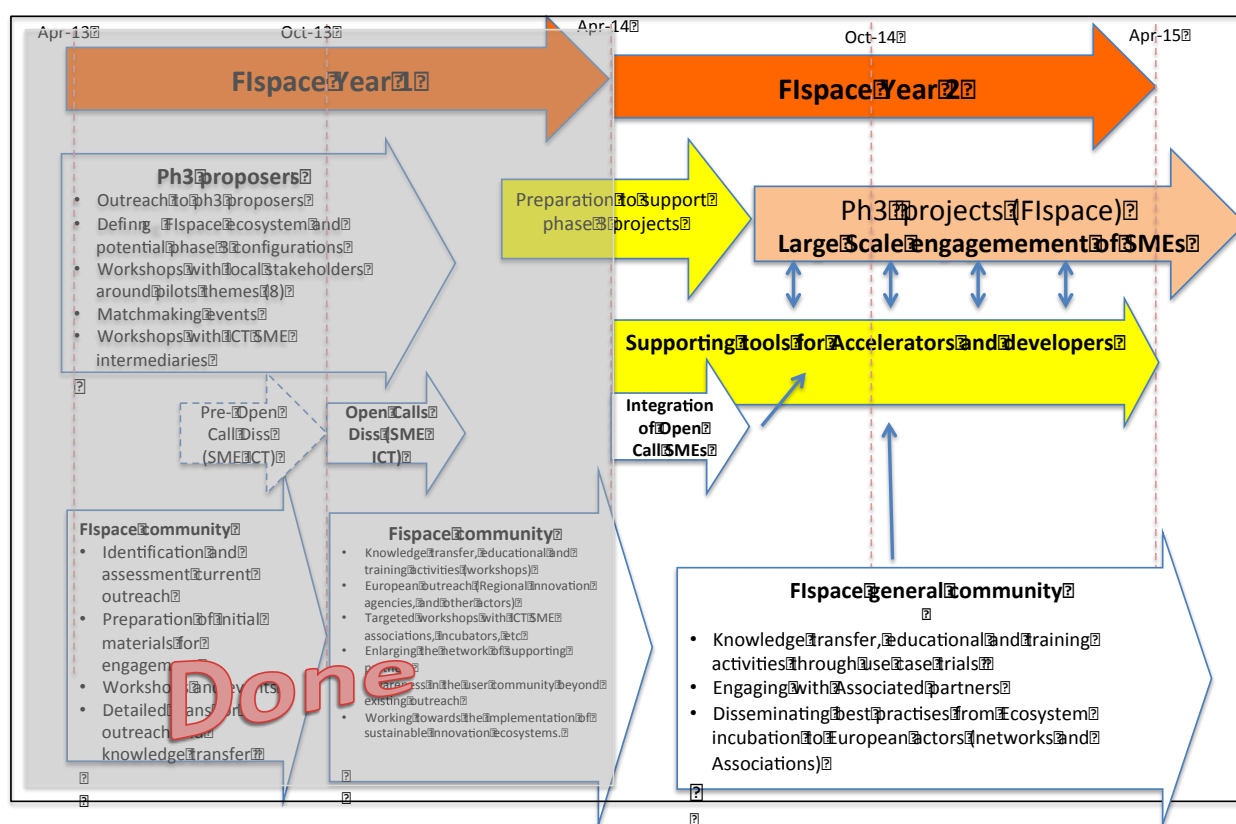


Figure 6: Updated version of Ecosystem Incubation plan for year 2

Figure 7 outlines a more detailed plan of activities in total alignment with section 6, where a detailed description of all these actions can be found. Table 18 visualises the delivery of the supporting activities and materials with timings.

²⁷ D500.7.2

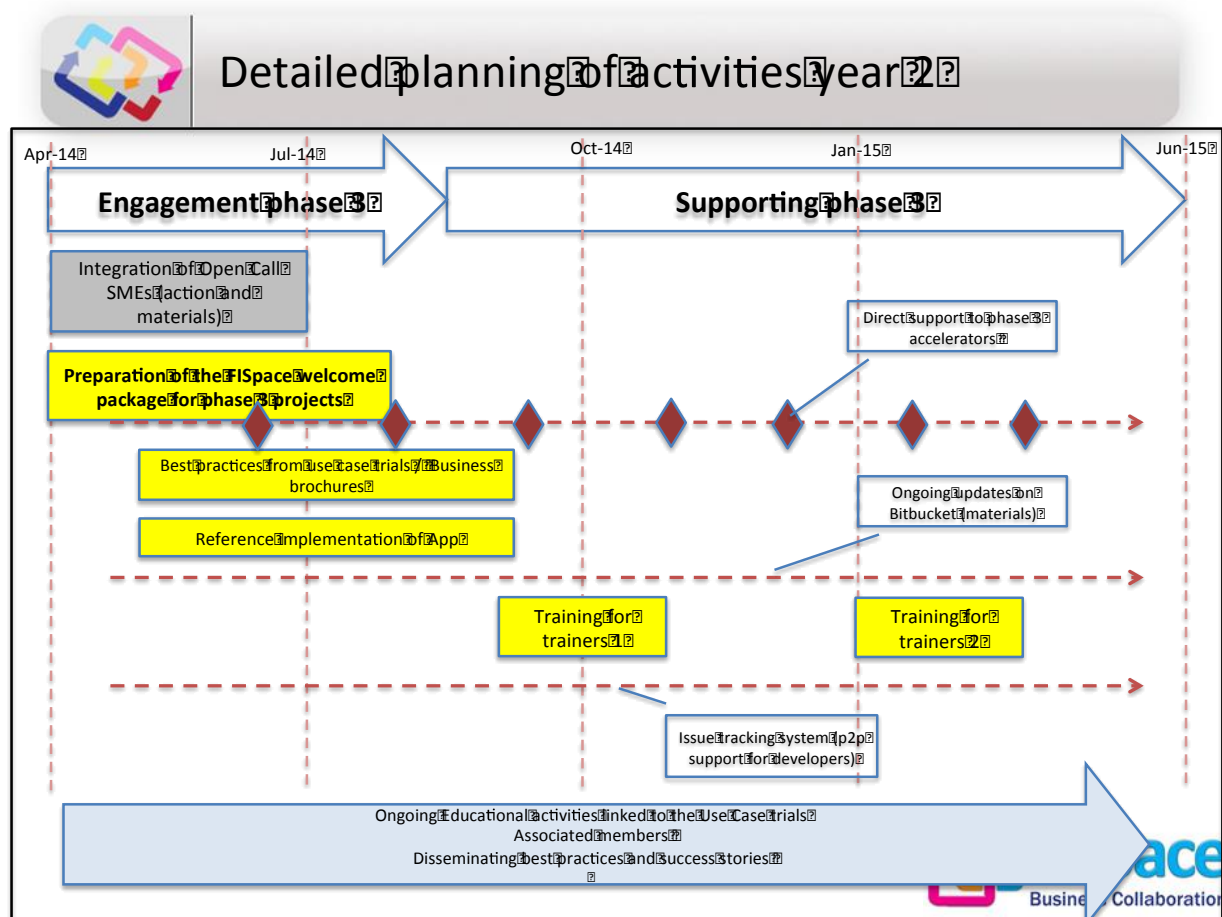


Figure 7: Outline of detailed plan of activities for year 2 (ecosystem incubation).

Table 18: Educational and supporting activities for Phase 3 projects

Action	Timing
Flspace "Welcome package" and welcome face-to-face session	July – September 2014
Setting an internal structure and dynamics to support phase 3 accelerators	April – June 2014
Best practises from use case trials (or business brochures)	By September 2014
Reference implementation of a Flspace App	By September 2014
Online educational materials (1)	September 2014
F2F training for trainers	September-October 2014
Updated educational materials (2)	Q1 2015
F2F training for trainiers (2)	Q1 2015

7 Conclusions

As stated in section 2.1, Flspace needs to build a community for exploitation purposes: the community of App developers that will nurture the Flspace App store with many and diverse Apps, and a community of users willing to use the Flspace App store to build their B2B solutions.

The activities performed during year 1 were aligned with the plan defined in month 3 and were successful in implementation and results. This has been measured by participation in the Open Call (102 participants), results of Phase 3 projects related to Flspace (5 projects linked to Flspace) and amount of knowledge transfer activities performed by all the use case trails, WP500 and also WP200 and WP300.

During the second year of the Flspace project, the focus of the ecosystem incubation activities will be slightly different, targeting mainly the SME as application developers. It will focus most of the activities on supporting the Phase 3 projects/accelerators and will build sustainable innovation ecosystems all over Europe. An important additional area of focus is the community building for exploitation purposes: although the FI-PPP programmed is designed to facilitate exploitation through Phase 3 projects, Flspace will also focus this second year on engaging with business actors out of the European funded umbrella.

It is planned to continue incorporating the outreach to user communities, whose input and collaboration is needed to stimulate the demand. Their participation is fundamental for the creation of the above mentioned innovation ecosystems. The transfer of knowledge to Phase 3 projects in relation to sustainable ecosystems is particularly relevant for this purpose.

The outlined detailed plan for year 2 will be updated in the upcoming months based on knowledge gained from integrating the new SMEs into Flspace.

D500.1.5 (month 24) will report on all the activities performed during the second year of the project and will provide a complete view of the planning, development and results of the ecosystem building activities for the whole project duration.

