## Deliverable D 500.6.2

# Dissemination Plan

## WP 500

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|---|---|
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## The FIspace Project

Leveraging on outcomes of two complementary Phase 1 use case projects (FIspace & SmartAgriFood), aim of FIspace is to pioneer towards fundamental changes on how collaborative business networks will work in future. FIspace will develop a multi-domain Business Collaboration Space (short: FIspace ) 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, FIspace 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. FIspace 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
- SAP; Germany
- ATOS; Spain
- The Open Group; United Kingdom
- CentMa; Germany
- iMinds; Belgium
- Marintek; Norway
- University Politecnica Madrid; Spain
- Arcelik; Turkey
- EuroPoolSystem; Germany
- GS1 Germany; Germany
- Mieloo & Alexander; Netherlands
- OPEKEPE; Greece
- Innovators; Greece
- Kühne + Nagel; Switzerland
- University Duisburg Essen; Germany
- IBM; Israel
- KocSistem; Turkey
- Aston University; United Kingdom
- ENoLL; Belgium
- KTBL; Germany
- NKUA; Greece
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- FloriCode; Netherlands
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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

| Version | Notes | Date |
|---|---|---|
| 001 | Creation of the document | 15.05.2013 |
| 002 | Final Draft after contributions | 16.06.2013 |
| 003 | Final deliverable after quality review | 29.06.2013 |
| | | |

## Document Summary

Work package 500 'Open collaboration and exploitation' aims at:

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

(2) Fostering and demonstrating potential for innovation of FIspace (related to market impact in the food and logistics sector), and

(3) Delivering a consistent plan to move into the phase 3.

Above objectives are supported by Task 560 'Dissemination and Marketing' running all over the project's lifecycle, in coordination with the FI-PPP Dissemination Working Group (DWG) and with an extended focus of raising interest and awareness in the non-European community.

This deliverable D500.6.2 'Dissemination Plan' presents the activities planned to reach above objectives and will be continuously updated throughout the project's lifecycle. It also covers the deliverable D500.6.1 'Public Project Website' by including screen shots of website in the Annex.

After the introduction in section 1, the dissemination strategy is presented in the second section. Section 2 summarizes the dissemination principles and approach as well as major sectors and target audiences for dissemination. It covers the messages and approaches for dissemination and FI-PPP DWG activities. Section 3 describes the dissemination instruments and channels including logo, website, events, conferences, trade shows, publications, media, press releases, thematic networks, initiatives and associations. Section 4 then presents the initial dissemination plan identifying the targeted events and activities. Section 5 draws some final conclusions.

## Abbreviations

| | |
|---|---|
| D | Deliverable |
| CIO | Chief Information Officer |
| CONCORD | Coordination and Collaboration Facilitation for Next Generation Future Internet Public Private Partnerships |
| CTO | Chief Technology Officer |
| DWG | Dissemination Working Group |
| EU | European Union |
| ETP | European Technology Platform |
| FIA | Future Internet Assembly |
| FI PPP | Future Internet Public Private Partnership |
| FP7 | Framework Programme 7 |
| ICT | Information and Communication Technology |
| M | Month |
| PR | Public Relations |
| SME | Small and Medium Sized Enterprise |
| WP | Work Package |

# Table of Contents

**Dissemination Plan ..... 1**

**1. Introduction ..... 8**

**2. Dissemination Strategy ..... 9**

2.1. Dissemination Objectives and Principles ..... 9

2.2. Dissemination Approach ..... 9

2.3. FI PPP Dissemination Work Group ..... 9

2.4. Major Target Audiences for Dissemination ..... 10

2.5. Major Sectors for Dissemination ..... 10

2.6. Messages and Approaches for Dissemination ..... 11

2.7. The Use Case Trials and Their Educational and Training Activities ..... 12

**3. Dissemination Instruments and Channels ..... 12**

3.1. Corporate Identity ..... 13

1.3.1. Graphic Design ..... 13

3.2. Communication Tools and Channels ..... 14

2.3.1. Web Site ..... 14

2.3.2. Events, Conferences and Trade Shows ..... 14

2.3.3. Publications ..... 15

2.3.4. Press Releases and Media ..... 15

2.3.5. FI-PPP ..... 15

2.3.6. Thematic Networks, Initiatives and Associations ..... 15

**4. Initial Dissemination Plan (Month 3) ..... 16**

**5. Conclusions ..... 18**

**6. Annex ..... 19**

6.1. List of Related International & National Initiatives ..... 19

1.6.1. European Future Internet Initiatives ..... 19

1.6.2. European Transport and Logistics Initiatives ..... 20

1.6.3. European Agri-Food Initiatives ..... 21

6.2. List of Target Conferences, Events, and Journals ..... 24

6.3. FIspace Public Project Website Screen Shots ..... 28

## List of Figures

Figure 1:Graphical representation of the targeted stakeholders and cross-functional Future Internet features we want to address in FIspace. ....8
Figure 2: FIspace Homepage ....28
Figure 3: FIspace Homepage ....29
Figure 4: FIspace Homepage ....30
Figure 5: FIspace Homepage ....31
Figure 6: FIspace Homepage ....32
Figure 7: FIspace Homepage ....33
Figure 8: FIspace Homepage ....34
Figure 9: FIspace Website – Concept ....35
Figure 10: FIspace Website – Project Set-Up ....36
Figure 11: FIspace Website – Business Relevance and Impact ....37
Figure 12: FIspace Website – Project Partners ....38
Figure 13: FIspace Website – Contact ....39

## List of Tables

Table 1: FIspace Initially Planned Dissemination Activities ....17
Table 2: List of European Future Internet Initiatives. ....19
Table 3: List of European Transport and Logistics Initiatives ....20
Table 4: List of European Agri-Food Initiatives ....21
Table 5: List of relevant Conferences for Dissemination ....24
Table 6: List of relevant journals for scientific dissemination ....25
Table 7: List of relevant Industrial Events and Trade Fairs for Dissemination. ....26

# 1. Introduction

The purpose of this document is to provide the initial dissemination plan which will be used to present and propagate FIspace project and the project results to the broader public in general, the relevant scientific communities, and to other external parties that are potential adapters of the project results. An overview of potential stakeholders to be addressed in dissemination activities can be seen in Figure 1.

The FIspace dissemination activities also contribute to the FIspace community building, raising awareness and creating initial interest in the targeted communities for the project, and therefore enlarging the project outreach. The FIspace dissemination plan is therefore complementary to the FIspace community-building plan (D510.1.1) and to the FIspace detailed plan for educational and training activities (D510.1.2).

This document covers the FIspace dissemination strategy and the means and channels for dissemination. It presents the FIspace dissemination plan and list the future events, which are the potential candidates for the project dissemination activities.

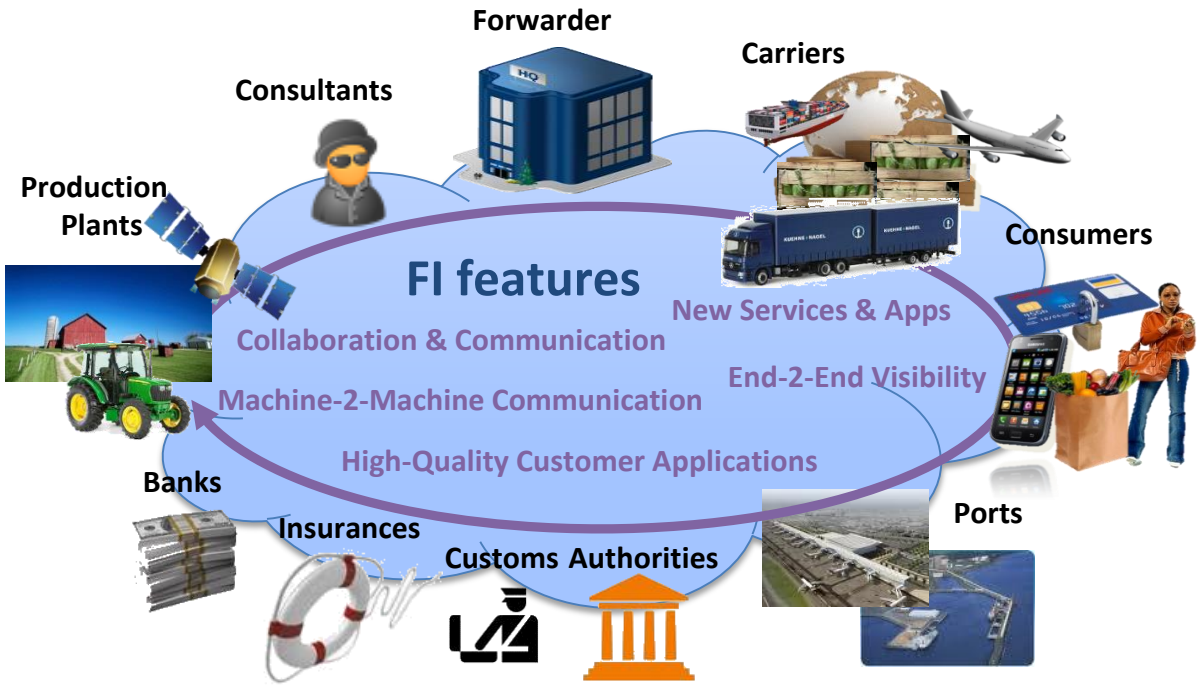



Figure 1:Graphical representation of the targeted stakeholders and cross-functional Future Internet features we want to address in FIspace.

Section 2 presents the dissemination strategy summarizing the dissemination principles and approach as well as major sectors and target audiences for dissemination. It finally covers the messages and approaches for dissemination and FI PPP Dissemination Working Group (DWG) activities. Section 3 presents the dissemination instruments and channels including logo, website, events, conferences, trade shows, publications, media, press releases, thematic networks, initiatives and associations. Section 4 describes the initial dissemination plan identifying the targeted events and activities Section 5 finally draws some conclusions.

# 2. Dissemination Strategy

## 2.1. Dissemination Objectives and Principles

The project dissemination approach will achieve effective communication of the FIspace results to relevant stakeholders, including end users, scientific communities, public and industrial adopters and vendors. All partners will contribute to the communication of the project results, ensuring that the following main target groups are addressed: (a) potential users from the Agri-Food, Transport and Logistics domains as well as related industrial sectors, (b) the IT industry (including SMEs), and (c) the broader public.

## 2.2. Dissemination Approach

The FIspace project will promote and disseminate the project results through participation in various events such as workshops and conferences; publication of the main results in scientific journals, conference proceedings and books; to relevant stakeholders, including

- CIOs and CTOs in industry and SMEs,
- large and SME end users,
- SW development companies and web entrepreneurs,
- scientific research communities and FI PPP community,
- public bodies, policy makers and the regulation bodies.

To ensure that the dissemination activities are effective for awareness-raising and uptake of the project results, an integrated approach will be followed, combining

- early identification of relevant stakeholders,
- strategic planning, and guidelines on one side with an effective communication platform, the timely publication of results, and
- the participation in key events on the other.

The FIspace project will also contribute to the dissemination of the FI PPP by pro-active participation in the Dissemination Working Group (DWG) facilitated by CONCORD. The objective of the Dissemination Work Group is to align the dissemination strategies and activities of all FI-PPP projects to achieve a broad diffusion of information and uptake of platforms and tools. The program-level dissemination activities of the DWG will support and strengthen the dissemination of FIspace project as well.

## 2.3. FI PPP Dissemination Work Group

The Dissemination Work Group (WG) consists of a core team of FI-PPP partners and one representative from each of the FI-PPP projects. The purpose of the FI PPP Dissemination Working Group (DWG) is to focus on overall Program level dissemination coordination. This means that CONCORD (the FI-PPP Programme Facilitation and Support Action) and all FI PPP use case projects will jointly create and coordinate a dissemination and PR strategy for various audiences. The DWG helps CONCORD to maintain a shared vision and unified front for the programme as a whole. It strengthens the diffusion of ideas and results, produced by FIspace and other use case projects dissemination activities to cover a wide range of dissemination channels. There may be some overlap between the Programme level and Project level dissemination events and publications. However, these two streams of communications have a different focus and target audience.

A leaflet of the FI PPP program including all use-case projects has been prepared and distributed during the FIA Dublin event from 7th to 10th of May 2013. In addition to the leaflet, an FI-PPP program presentation covering the use case projects is prepared to be used in upcoming events. The first DWG face-to-face meeting under the coordination of CONCORD has been held in Brussels in M3 with the participation of all use cases. Several decisions have been made in DWG meeting in Brussels during the discussions of the following topics:

- DWG working procedures and tools
  - Working procedures for mutual information and joint activities
  - DWG repository and document management
  - Documentation of FI-PPP level dissemination activities
- FI-PPP communication and dissemination strategy 2013/2014
- Planning of FI-PPP-internal events
- Events for external audiences organised by FI-PPP
  - Open Call information day in September 2013
  - FI-PPP event at Campus Party in London, September 2013
  - NEM Summit 2013 in Nantes, October 2013
  - ICT 2013 in Vilnius, November 2013
  - Large-scale FI-PPP event, March 2014
  - Large-scale FI-PPP event, September 2014
- Presence at external events organised by 3rd parties
- Online and offline publications
  - FI-PPP website
  - Internal FI-PPP Newsletter
  - External FI-PPP Newsletter
  - Other publications, including multimedia and social media
- Planning of DWG conference calls and meetings 2013/2014

## 2.4. Major Target Audiences for Dissemination

The major **target audiences** for dissemination are:

- The Chief Technology Officers (CTOs), Chief Information Officers (CIOs) and their departments of industries and businesses (as shown in Figure 1) including large organizations as well as SMEs
- End users (large and SME)
- Software development companies (large and SMEs) and web entrepreneurs,
- Scientific research communities, especially on Future Internet technologies and research on domain-specific ICT support,
- Public bodies, policy makers and the general public.

## 2.5. Major Sectors for Dissemination

**Major sectors** for dissemination are:

- The agri-food and transport and logistics sectors, which are interested in the FIspace results from the application side ("application pull")
- ICT industry, which is interested in the FIspace results from the technology provider side ("technology push")
- The broader public for awareness raising and uptake by external parties.

## 2.6. Messages and Approaches for Dissemination

It is necessary to define the most suitable messages and communication approaches most appropriate for the different target audiences, which are listed above. This will include both FIspace project messages as well as the FI PPP programme level messages. The over-arching message at the FI PPP programme level has been identified in the first phase through the slogan: "The Future. Now". The **main messages for the target audiences** of FIspace are as follows:

- **For CIOs/CTOs in industry and SMEs:** FIspace technologies for service-based system integration with facilities for secure and trusted information exchange can provide the basis for efficient collaboration in cooperative business networks. FIspace is a tool for quick and easy business partner integration. It will enable SMEs to easily access to closed business chains in the agri-food, transport and logistics sectors. It will provide overall process transparency which will allow complex monitoring and reducing the impact of process deviations. This is the key to reduce costs and improving the service quality.
- **For the end users(large and SME)**: FIspace will provide a convenient and easy access to a multi-party collaboration platform, which allows interacting with all parties related avoiding dedicated set up of complex ICT integration among the parties. The FIspace PPP will increase the transparency and efficiency of agri-food and logistics and transportation operation and it will contribute to sustainability by reducing emissions caused by global transport. Cost reduction due to higher efficiency and lead time optimization due to high level of transparency all over the supply chain and production process will benefit the global supply chain business. The programme level message will be the developing solutions to the key social challenges as well as to design future scenarios for sustainable development.
- **Software development companies (large and SMEs) and web entrepreneurs:** The FIspace will be a multi-level multi-sided platform which has an open API for the application developer companies. Any company can develop applications conforming this Open API and these applications or application components can be offered to the users of FIspace platform in FIspace application store. Thus, SW development companies and web entrepreneurs can benefit with revenue generating from FIspace platform and get new customers easily.
- **For the Scientific research communities and FI PPP community**: FIspace as well as FI PPP is industry-led and coherent with EU ICT policy (e.g. the Digital Agenda) and open to the engagement of all of Europe's ICT innovation ecosystems, including SMEs and individual researchers. For researchers, the use cases and scenarios can serve as relevant and realistic case studies and have the potential to create significant interest in the project results.
- **Public bodies, policy makers and regulation bodies:** FIspace will formulate the proposals towards developments in policy and private sector regulations that could exploit FI technologies and FIspace solutions for better realizing and integrating the needs of agri-food, transport and logistics industries. Additionally, FIspace will identify standardization opportunities and promote the project results to international and business-relevant standardization bodies for a substantial and long-term impact.

These messages will be fine-tuned and updated if necessary during the course of the project.

### 2.7. The Use Case Trials and Their Educational and Training Activities

The FIspace use case trials will play an important role in dissemination. The below listed eight use case trails

- Crop Protection & Information Sharing
- Greenhouse Management and Control
- Fish Distribution & Planning
- Fresh Fruits & Vegetables Quality Control
- Flowers & Plants Supply Chain Monitoring
- Meat Information Provenance
- Import/Export of Consumer Goods
- Tailored Information for Consumer Goods

will make the concepts of FIspace very tangible and visible. Most of these trials have already formed a kind of mini-ecosystem of all targeted audiences and sectors in the first phase projects SmartAgriFood and FInest. The following external stakholders have been identified by these trials :

- 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 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)

There will be preparation of knowledge transfer, training and educational material within the Sub-Task 512 activities towards the above identified stakeholders. All these information will be presented in the deliverable “D500.1.2 Detailed plan for educational and training activities: plan and schedule: Specific plan defining educational and training activities” and will be used for further dissemination of the FIspace project. Thus, the eight use case trials themselves will be demonstrated in related events and conferences and they will contribute much to the dissemination of the FIspace project as well.

## 3. Dissemination Instruments and Channels

The following channels and instruments will be prepared and used for dissemination, in close collaboration with the FI PPP DWG activities:

- Project website (www.FIspace.eu),

- Events, Conferences and Trade Shows (see Annex 6.2 List of Target Conferences, Events and Journals for an indicative identification of target conferences, journals, and event)
- The FIspace corporate identity, consisting of the logo and its uses, and templates for a coordinated graphics image,
- Material to create awareness at relevant events such as pop-up posters, flyers, brochures, banners, leaflets and others
- Press releases and media outreach to inform the general public and niche communities;
- Publications at highly visible conferences and in journals, ranging from forums that address practitioners to forums that are targeted towards the research community.
- Writing articles for magazines
- Thematic Networks and Associations (European and Non-European)
- Social Media (LinkedIn, Twitter, Facebook, Youtube, Flickr etc.)

Leveraging on contacts and impact making within and by existing initiatives, the FIspace project also plans to perform dissemination through National, European and international networks by:

1. Collect information on suitable national, European, and international networks, including e.g. European Technology Platforms (ETPs), National Technology Platforms (NTPs), Industry Federations and Associations, and Industrial Research Associations
2. Establishing contacts and foster direct communication with their members, and obtain access to the networks' communication channels.

## 3.1. Corporate Identity

### 1.3.1. Graphic Design

FIspace corporate identity is based on its following logo:

The FIspace logo slogan is "Business Collaboration" and it will be used in all project documents.

The FI PPP corporate identity which will be used in all FI PPP projects and in FIspace dissemination materials is shown below:

The FIspace logo is used to prepare templates for the project. These FIspace templates are listed below:

- presentation (ppt)

- deliverable (doc)
- questionnaire
- meeting minutes
- teleconference minutes

## 3.2. Communication Tools and Channels

Communication Channels for the FIspace are defined in relation to the target audiences and communication messages discussed in the previous section of this document.

### 2.3.1. Web Site

FIspace project website will be the single point of entry for access to all relevant information of the project, including general information about the project, the public project results such as architectures, use case scenarios, downloadable prototypes, etc.

The first website was created at the cSpace.eu domain but the consortium has decided to re-name it with the discovery of conflicting cspace trademark. The new selected name FIspace has been acquired and the website has been moved to FIspace.eu.

The screen shots captured from the FIspace.eu website can be seen in Section 6.3. This section is intentionally added to cover the deliverable D500.6.1 Public Project Website in Dissemination Plan deliverable. The initially designed website is up and running since M1 of the FIspace project and it will be continuously updated during the lifetime of FIspace project.

The FIspace website will include a news section providing information about ongoing activities about the project and there will be a subscription area for the interested parties to subscribe FIspace newsletter. In addition to the news section, there will be a video channel on the website covering all video broadcasts about the project including the trials.

The website will have links to the FIspace social media channels including twitter, facebook and linkedin. The FI-PPP program, agri-food, transport and logistics related events will be highlighted at the website in the events section and it will provide information about FIspace project participation in the related events as well.

The website will also have a private section that will contain internal documentation, reports, calendars, etc. and will be only accessible to the members of the FIspace project consortium and – in accordance to the PPP-wide agreements –members of other FI PPP projects.

The project website will also be an information point for Community building and a link to the online tools to support users and developers (D510.1.3).

### 2.3.2. Events, Conferences and Trade Shows

FIspace members will publish and present their results in different forums. Those include research forums (such as conferences and workshops), industry events and trade shows, as well as more general dissemination events (e.g., related to the FI PPP activities).

A list of major, potential events and conferences for dissemination is to be found in Section 6.2.

### 2.3.3. Publications

In addition to the above events that serve as prime forums publishing the research and development results of FIspace, dedicated dissemination material will be developed which is going to be used by all project partners as a dissemination tool, and could be used for magazines and the like.

In addition to participating in research conferences, publishing in international journals is considered and important activity for disseminating FIspace results. Potential journals which have been identified is presented in Table 6. Of course, due to the short duration of FIspace of 2 years, such submissions and publications in journals are expected to appear more towards the end of the project.

### 2.3.4. Press Releases and Media

FIspace partners will strive to disseminate FIspace in press, TV and other media channels during upcoming events and project meetings. A newsletter or targeted info material will be prepared to disseminate the actual progress and intermediate results.

### 2.3.5. FI-PPP

There will be events and conferences in which programme-level dissemination will be done with the FI PPP Community in addition to project level dissemination.

These will apply mainly to international events and conferences. National, regional and local events and conferences can also be categorised this way and presence will be evaluated according to the relevance of the event.

### 2.3.6. Thematic Networks, Initiatives and Associations

Networks can be considered one of the most relevant dissemination channels for the FIspace project. The tables in Section 6.1 covers the related national and international initiatives.

European Technology Platforms (ETPs), Industry Federations and Associations, National technology Platforms (NTPs) and Industry Research Association are also considered as dissemination channels.

There are many FIspace project partners who are members of these networks, initiatives and associations. These partners will use every occasion to disseminate FIspace project in these networks.

# 4. Initial Dissemination Plan (Month 3)

The dissemination plan will be a guide continuously updated with the activities to carry on as the project progresses and the results are produced.

In order to achieve the desired results in both collaboration and publicity, FIspace has to carry out a series of actions to ensure that all of the above will be performed effectively and in a way that the project's reputation and effort will not be risked at any point.

In the following table we present an initial high-level description of the planned activities that follow the above mentioned steps and approach. Of course, all of these initial guidelines and rules are subject to continuous revisions and refinements.

The initial, general plan for the FIspace dissemination activities is presented in the following table for the duration of the project.

| Activity | M1 to M6 | M7 to M12 | M13 to M18 | M19 to M24 |
|---|---|---|---|---|
| **Dissemination Plan** | Initial Plan (M3) | Interim Report and Revised Plan for Dissemination (M12) | | Final report in dissemination activities (M24) |
| **Publication of Papers/Journals** | 1 | 1 | 3 | 3 |
| **Conferences, Events and Trade Shows** | FIA Turkey(M1),<br>Multimodal 2013 Birmingham (M1)<br>Korea Eureka Day 2013 (M2),<br>IoT China2013 (M3)<br>SRII Europe Leadership Summit (M3),<br>G-8 Int. Conf. on Open Data for Agriculture (M1)<br>EFITA/WCCA Conference Turin (M3)<br>Sustainable Food Logistics, Brunel/UK (M2),<br>NCL Agency Meeting Hamburg/D (M2)<br>ESEC European Software Engineering Conference St. Petersburg (M5)<br>LISS 2013 Interna- | NEM Summit 2013(M7),<br>30. DLK, Berlin (M7)<br>NESSI Members Day,<br>III. IC of the CIGR HNC: "Synergy in the Technical Development of Agriculture and Food Industry", Gödöllo, Hungary (M7)<br>Anuga Cologne (M7)<br>Intermodal Europe 2013 Hamburg (M7)<br>ECITL Zaragoza (M7),<br>ICT 2013 (M8),<br>ICTLE 2013 Venice (M8)<br>IFMA Conference, Warsaw,<br>Logitrans Istanbul (M8)<br>2013 EFFoST Annual | TRA 2014 Paris (M13)<br>AFITA Conference Perth (Australia),<br>SCM Logistics World Asia 2014 China (M13)<br>ICEIS 2014 Lisbon (M13),<br>Food Asia 2014 Singapore (M13)<br>Intermodal South America Sao Paolo (M13)<br>IDF/ISO Analytical Week 2014 Berlin (M14)<br>Transport Logistics Europe (M14)<br>Africa Ports & Harbours Show 2014, Johannesburg (M15)<br>SCL Europe 2014, Berlin (M15) | CeMAT Asia, Shanghai (M19),<br>7th European Conference on ICT for Transport Logistics (ECITL) (M19),<br>LCA Foods 2014 San Francisco (M19)<br>Deutscher Logistik-Kongress Berlin (M19)<br>Intermodal Europe 2014 (M19)<br>IDF World Dairy Summit 2014 Tel Aviv (M19)<br>Logitrans Istanbul (M20)<br>ICTLE 2014 Venice (M20),<br>The 2nd International Congress on Food Technology |

| | | | | |
|---|---|---|---|---|
| | tional Conference on Logistics, Informatics and Services Sciences, Reading (M5)<br><br>ICAFUS 2013 Amsterdam (M5)<br><br>FI-WARE Event Campus Party London (M6)<br><br>Transport & Logistik Schweiz 2013, Bern (M6)<br><br>FachPack 2013 - Packaging, Technology, Processing and Logistics, Nuremberg (M6)<br><br>Open Call information Day Brussels (M6) | Meeting Bologna (M8)<br><br>TGDF Food Congress Antalya (M8)<br><br>Made in SME 2013 Izmir (M9)<br><br>ICSOC 2013 Berlin (M9)<br><br>Cool Chain Logistics Europe2014, Luxembourg (M10)<br><br>8.International European Forum on System Dynamics and Innovation in Food Networks, February, Innsbruck-Igls (M11)<br><br>FI PPP Program Week (M12) | SEAMS 2014 Hyderabad (M15)<br><br>SOLE 2013, 48th Annual International Logistics Conference and Exhibition (M17)<br><br>TRANSLOG Connect Congress 2014 (M17)<br><br>Large-scale FI-PPP Event (M18),<br><br>The XVIII CIGR World Congress 2014, Beijing (M18),<br><br>iNTERLOG Salzburg (M18)<br><br>21st ITS World Congress, Detroit (M18), | Kuşadası-Aydın (M20)<br><br>LogiCon 2014 Amsterdam (M23)<br><br>Fruit Logistica 2014 Berlin (M23)<br><br>IDF International Symposium on Sheep, Goat and other non-Cow Milk Limassol (M24)<br><br>9. IC on City Logistics Europe (M24)<br><br>Distribusjon & Logistikk 2014, Oslo (M24)<br><br>Transport & Logistics Rotterdam 2014 (M24) |
| **Workshops,**<br><br>**Sessions** | FIA Week in Dublin (M2) | ICT 2013 (M8),<br><br>FIA Week in Greece (M10-M14), | | |
| **Roll-ups, Newsletters, Brochures, Posters** | First Leaflet (M1), First Poster (M1), First Roll-up Poster (M1), First Brochure (M3),<br><br>First Newsletter (M6) | Second Newsletter (M9) | Second Brochure (M13)<br>Third Newsletter (M15) | Final Brochure (M19)<br>Fourth Newsletter (M21) |
| **Website** | Website (M3)<br><br>www.FIspace.eu<br><br>(www.cspace.eu) | It will be updated continuously. | | |

Table 1: FIspace Initially Planned Dissemination Activities

# 5. Conclusions

To achieve maximal impact of the project FIspace has initiated and planned dedicated activities for dissemination which consider all relevant target groups and types of forums. This deliverable presented FIspace's initial dissemination plan and public project website screen shots which will be continuously updated throughout the project.

# 6. Annex

## 6.1. List of Related International & National Initiatives

### 1.6.1. European Future Internet Initiatives

Table 2: List of European Future Internet Initiatives.

| Initiative | Description |
|---|---|
| ARTEMIS (European Technology Platform for Embedded Systems) | The ARTEMIS JU is implementing a Strategic Research Agenda co-funded by industry, research organisations, participating Member States and the Commission's own ICT programme. With the expansion of the Internet-of-Things the field of embedded systems is important since the Things at the edge of the Internet are very often embedded systems. A key goal of ARTEMIS is to make European industry a world-leader in the field of embedded systems. Many of the technology research and development projects funded by the ARTEMIS JU are targeting devices and technologies for the Future Internet. |
| EFFECTS+ (SA for Security and Trust) | The EFFECTS+ initiative aims to cluster projects in the field of Security and Trust for the Future Internet and thereby enabling collaboration and information exchange in this research area. In addition to that, it coordinates the contribution of this subtopic to the overall Future Internet research in terms of FIA and other initiatives. By integrating and reviewing the intermediate results, the EFFECTS+ initiative is able to feed them into an ongoing roadmap for the agenda of future FI research. |
| EIT ICT Labs | The European Institute of Innovation and Technology (EIT) is a new EU instrument for promoting innovation in Europe that has established 5 innovation centers in Berlin, Eindhoven, Helsinki, Paris and Stockholm. The aim is to turn Europe into the global leader in ICT Innovation and improve quality of life through service based applications for the citizens of Europe and beyond by building joint European innovation clusters among the ICT industry and academic research. The thematic areas have a high overlap with those of the FI PPP |
| FIA (Future Internet Assembly) | FIA constitutes the collaboration between projects to strengthen European activities on the Future Internet, in order to ensure Europe maintains its competitiveness in the global marketplace. FIA brings together around 150 research projects (as part of FP7 Challenge 1). |
| FIRESTATION (SA for Experimental Facilities / FIRE) | The FIRE initiative aims to promote experimentally-driven long-term, visionary research on new paradigms and networking concepts and networking architectures for the Future Internet. FIRE integrates several projects involved in establishing a network of federated service testbeds enabling experimental research for the Future Internet. It is embedded in the FIRESTATION project, which acts as a mediator and communication driver between the research projects and potential customers of the testbeds, aiming to trigger intense collaboration between the involved parties. |
| IoT-i (SA on Real World Internet) | Internet of Things communities in Europe are very fragmented. The Internet of Things Initiative follows the goal to represent the first comprehensive community for IoT with members of diverse technology sectors. IoT-i aims to connect the relevant key actors to work for a common understanding and vision of the Internet of Things to strengthen the European efforts in the field of IoT in the world. |
| MANA | This imitative supports research in the area of Management and Service-aware Networking Architectures and aims to create a core platform as the basis for the Future Internet. By completely redesigning the current concepts of network architecture and thereby enabling services to be context-aware and self-aware, MANA is heading towards service infrastructures automatically taking care of their operational state. |
| NESSI (The Networked European Software and Services Initiative) | The Networked European Software and Services Initiative is the European Technology Platform dedicated to Software and Services. It unites 434 member organizations split equally between industry and academia, and includes 30% of SMEs. 6 NESSI Strategic Research projects are currently in operation, involving over 120 organizations and 4 additional projects are joining in 2010. NESSI also operates a concerted research coordination strategy whose goal is to enable each project to position itself with respect to other projects within a coherent approach to services architectures. To further contribute to the coherence of European research and avoid fragmentation of efforts, NESSI has also set up the network of National and Regional Initiatives. |
| SOFI (SA on Services) | SOFI aims to complement EU R&D projects focused on IoS, Software and Virtualization by supporting them efficiently. SOFI follows the goal to strengthen the position of European research as a leader in the Future |

| Initiative | Description |
|---|---|
| | Internet of Services. The initiative will build upon and complement current efforts around the Future Internet Assembly. |

## 1.6.2. European Transport and Logistics Initiatives

Table 3: List of European Transport and Logistics Initiatives

| Initiative | Description |
|---|---|
| Alliance for European Logistics | The industrial alliance brings together both the major providers of logistics services in Europe as well as global companies that rely on efficient logistics for the successful execution of their business operations. By adopting existing and future transport technologies, the alliance envisions a step-change in the business and environmental efficiency of Europe's industrial base. This innovation would be characterized by integrated supply chain networks providing transparency across different modes and encouraging information exchange among different players in the supply network. |
| ARUS – Logistics (Advanced Research on Urban Systems) | The University of Duisburg-Essen decided to concentrate on the field "Urban Systems" as one of several focuses. ARUS, founded in 2010, is the related doctoral program that follows the aim to explore the changes in urban areas from a specific view as well as with an interdisciplinary background and offers doctoral students diverse possibilities for national and international research. |
| ASIM (Work Group Simulation) | ASIM is a working group especially for simulation and modeling. It aims are to enhance the connection between theoretical approaches and practical implementations as well as to advance existing concepts. ASIM consists of different sections that concentrate on specific parts of the diverse fields of simulation and modeling. |
| BME (German Association Materials Management, Purchasing and Logistics) | The BME associates about 7,500 members from single persons to SMCs and top German enterprises related to the topics of materials management, procurement and logistics. BME aims to offer a network for these participants to communicate and exchange their experiences. This involves diverse services e.g. meetings and conferences to connect its members. |
| BVL (German Logistics Association) | The BVL associates more than 10,000 members from every logistics-related sector in Germany. It is a neutral platform for managers to link up and exchange with others in the field of logistics and across borders of companies and organizations. The German Logistics Association stands for efforts in forward-looking concepts and gives impulses to the German and international logistics-sector. BVL is a platform for exchanging ideas and experiences among executive managers and offers diverse services around the logistics-sector. |
| Initiativkreis Ruhr (Interest group of the metropolitan Ruhr area) | The Initiativkreis Ruhr is an association of about 60 leading companies in the German metropolitan area called "Ruhrgebiet". The initiative aims on the concentration of economical know-how to create forward-looking strategies and business concepts to strengthen the region around the river Ruhr. |
| Logistics Cluster NRW | The Logistics Cluster NRW is an initiative of the German federal state of North-Rhine Westphalia involving a great diversity of partners from the logistics business. By driving an intense collaboration and information exchange between the various companies and research facilities, the initiative aims to make the state NRW Europe's most successful area in logistics services. The Logistics Cluster NRW therefore supports the formation of a logistics community, drives political, technological and economic strategies and aims to enhance the logistic business' image of the federal state. |
| LogistikRuhr | This logistics initiative of the German federal state of North-Rhine Westphalia aims to develop the collaboration between the logistics research and business parties by identifying pressing challenges in the logistics business, transforming them into research questions and finally conducting a fast implementation of the results. By applying this strategy, the initiative wants to preserve the local firm's competitiveness and thus ensure business growth and job safety. It focuses on topics such as logistics-as-a-service, urban logistics and sustainability. |
| SUPPORT | The SUPPORT project aims to tackle the challenges of an efficient and safe handling on ports, considering both potential threats on passenger life and economic damage due to unlawful attacks on port facilities. The current challenges existing due to the complexity of operational modalities of sea and hinterland traffic and the lack of efficient organizational and technological interfaces are faced by engaging representative stakeholders to guide the development of next generation solutions for upgraded preventive and remedial security capabilities in European ports. SUPPORT will deliver public formal specifications and open standards based tools that will aid security upgrade in EU ports and will be complementary to and usable by |

| Initiative | Description |
|---|---|
| | other EU projects and initiatives in this area. |
| VDI – Working Group SCM (Association of German Engineers) | The working group discusses current trends in Supply Chain Management and related sectors. By involving students from various logistic-related disciplines, the group tackles the challenges evolving from the high interaction of different companies and especially focuses on the support by IT systems. |
| VDMA (German Engineering Federation) | The trade association for materials handling and logistics systems of the VDMA subsumes about 200 companies and hence is Europe's biggest association in this business area. It offers several services to their member companies, including information exchange, business marketing and market analysis in the field of intralogistics. Additionally, they hold international contacts by contributing to the European Federation of Materials. |
| WGTL (German Scientific Society for Logistics Engineering) | The German association WGTL aims to drive technological innovation in the logistics sector by conducting a cooperative research and development for supporting the logistic companies in meeting their customer's requirements. The association is a cooperation of various German professors, each holding a professorship for logistic-related research areas and hence represents a multidisciplinary and academic initiative supporting innovation in the logistics area. |

### 1.6.3. European Agri-Food Initiatives

Table 4: List of European Agri-Food Initiatives

| Initiative | Description |
|---|---|
| AEF – Agricultural Industry Electronics Association | The AEF was founded in 2008 by seven agricultural equipment manufacturers, among which the largest three; John Deere, CNH and Agco and European based companies; Kverneland, Krone, Pöttinger and Claas. In the meantime around 120 manufacturers and organizations participate. The AEF will provide the consistent sponsorship and support needed to implement electronic standards in agriculture, after they've been developed and accepted through the International Standards Organization (ISO) process. |
| AFITA - Asian Federation of Information Technology in Agriculture | Asian (incl. Australia) association for the promotion of IT in agriculture and the food sector |
| agriXchange | agriXchange is a EU-funded coordination and support action to setup a network for developing a system for common data exchange in the agricultural sector. |
| CIGR - International Commission of Agricultural Engineering | International engineering association that acts as umbrella to regional associations from Europe and all over the globe |
| EAAE - European Association of Agricultural Economists | The European association that integrates scientists that are engaged in all economic aspects around agriculture, food chains and policy |
| Edi-Teelt Plus Standaard | EDI-Teelt is a Dutch-language XML schema. Its modelling methodology is message-based and based on legacy formats. |
| EFITA - European Federation for Information Technologies in Agriculture, Food and the Environment | European association for the promotion of IT in agriculture and the food sector. It represents the major meeting point for scientists and business stakeholders with national member associations all over Europe |
| Ernährung.NRW – Cluster on collaboration in regional food chains in Northrhine-Westphalia, Germany | An initiative by the ministry in the state of NRW/Germany with support of the EU which brings together all stakeholders in the food industry to promote innovation and competitiveness. |
| European Platform Transparent Food | An internet platform that evolved from the European project Transparent_Food (FP7) and integrates different European transparency initiatives. |
| European Technology Platform (ETP) 'Food4Life' | The European meeting place for industry and research to identify challenges and needs for action and research. Managed by the European association of the food and drinks industry. |
| FIAB- (Spanish Federation of In- | FIAB is composed of more than 50 industry associations that group over 8,000 companies. |

| Initiative | Description |
|---|---|
| dustries Food and Drink) | They work at national, Community and international areas like internationalization, R & D + i, legislation and food safety, agricultural policy, environment, nutrition, education, taxation and communication, always in the interest of promoting the improvement of the competitiveness of this industry. |
| FoodNetCenter | International Center for Food Chain and Network Research, University of Bonn |
| FoodNetCenter - International Center for Food Chain and Network Research, University of Bonn | An international center that coordinates many food chain initiatives in Germany and on a European scale building on joint engagements by research and industry |
| Freshfel Europe | The European Fresh Produce Association, is the forum for the fresh fruit and vegetables supply chain in Europe and beyond. It has about 200 members who represent all segments of the fresh produce trade: import, export, wholesale, distribution and retail. (www.freshfel.org) |
| GIL - German Association for Informatics in Agriculture | Meeting place for scientists and business stakeholders engaged in the promotion of IT in agriculture and the food sector. |
| Greenport Digital Community | Within the Greenport Digital Community (Dutch: Tuinbouw Digitaal) the Dutch sector eBusiness organisations Florecom, Frug I Com and Edibulb are working together with the Dutch Ministry of Economic Affairs, Agriculture and Innovation (EL&I), the Wageningen UR and the Product Board of Horticulture to: connect the knowledge present in the sectors and that of all projects currently running; accelerate the use of information standards at companies within the sectors; disseminate knowledge to all stakeholders, i.e. horticulture companies, trading companies, service providers, and knowledge and educational centres, etc. (www.tuinbouwdigitaal.net) |
| IFAMA - International Food and Agribusiness Management Association | The global association of stakeholders in the food chain with leading engagement of industry from around the globe and close relationships with Harvard Business School |
| INFITA - International Network for Information Technology in Agriculture | The International Network of associations engaged in the promotion of IT for agriculture and the food sector with European participation (EFITA) |
| International Forum on Sys-tem Dynamics and Innovation in Food Networks (fooddynam-ics) | Annual international and European scientific conference on food sector management and policy issues. |
| ISO/TC23/SC19 | ISO/TC23/SC19 is responsible for standardization of data exchange with and between farm equipment. Their Working Group 1 (WG1) concerns mobile farm equipment, i.e tractors and implements and developed a standards ISO11783, also known as ISOBUS. WG5 has as task the standardization of all wireless communication in agriculture, ranging from wireless sensors implanted in animals to fleet management of farm machinery. |
| PANAFITA - Pan-American Federation for Information Technology in Agriculture | PanAmerican (North and South) association for the promotion of IT in agriculture and the food sector |
| SCALE – Step Change in Agro-food Logistics Ecosystems | SCALE aims at increasing North West European (NEW) economic competitiveness and improving environmental sustainability of food and drink supply chain logistics in the context of rising food demands, increasing energy prices and the need to reduce environmentally damaging emissions. Moreover, SCALE aims at developing a collaborative framework that will enable companies in food supply networks to work together on logistic strategy and operations in a way that they holistically embrace the concept of sustainability. |
| Spanish Technology Platform Food For Life Spain | Spanish Technology Platform Food for Life Spain operates in Spanish food sector and aims to collaborate with public authorities to prioritize research needs framed in aid policies applicable to the sector and on the other, fostering collaboration among its members on projects R & D + i through public-private partnerships, both nationally and internationally, in addition to helping the commercialization of its results. |
| Union Fleurs | International Flower Trade Association. Full member countries: Austria, Belgium, Colombia, Denmark, Germany, Israel, Italy, Kenya, Morocco, The Netherlands (VGB, see Florecom), Norway, Spain, Sweden, Switzerland, Turkey. Additional associate member countries: Japan, USA. (www.unionfleurs.org) |
| WCCA - World Conference on | An initiative of leading European and International associations with engagement in IT for |

| Initiative | Description |
|---|---|
| Computers in Agriculture | agriculture and the food sector coordinated by the network organization INFITA including EFITA (Europe), AFITA (Asia), PanAFITA (America), CIGR (Engineers), IAALD (information specialists), FAO (United Nations) |

## 6.2. List of Target Conferences, Events, and Journals

Table 5: List of relevant Conferences for Dissemination

| Name of Event | Brief Description | Target audience / communities |
|---|---|---|
| BPM | Business Process Management Conference | Service engineering, Business engineering |
| CAiSE | Int'l Conference on Advanced Information Systems Engineering | Software engineering, Service engineering, Information systems |
| CITY LOGISTICS | International Conference on City Logistics | Transportation & Logistics |
| DEBS | ACM Distributed Event-based Systems | Software engineering, Complex Event Management |
| ECITL | European Conference on ICT for Transport Logistics | Transportation & Logistics |
| ECPA | European Conference on precision agriculture | Precision Agriculture |
| EFITA | European Conferences on IT in Agriculture, Food and the Environment | Stakeholders in agriculture and food |
| EMSOFT | ACM & IEEE Conference on Embedded Software | Internet of Things |
| ESEC | European Software Engineering Conference | Software engineering |
| EuroSSC | European Conference on Smart Sensing and Context | Sensing and Context Acquisition |
| FIS | Future Internet Symposium (under the umbrella of several EU projects) | Future Internet, Software and services engineering, Semantic technologies |
| FNMS | Future Network and Mobile Summit | Future Internet Technologies, Integrated Satellite Communications, Internet of Things and Machine to Machine |
| fooddynamics | International Forum on System Dynamics and Innovation in Food Networks | Agriculture & Food Production (Domain & IT Experts) |
| ICSE | International Conference on Software Engineering | Software engineering |
| ICSOC | International Conference on Service Oriented Computing | Service-oriented computing |
| ICTLE | International Conference on Traffic and Logistic Engineering | Transportation & Logistics |
| ICWS | IEEE International Conference on Web Services | Service-oriented computing |
| IECS | International Conference on Enterprise Information Systems | Decision Support, Systems Integration, Enterprise Architecture, Human Factors |
| LEITS | International Conference on Logistics Engineering and Intelligent Transportation Systems | Transportation & Logistics |
| LISS | International Conference on Logistics, Informatics and Service Science | Transportation & Logistics |
| LM-SCM | International Logistics and Supply Chain Congress | Transportation & Logistics |
| MCPC | International Conference on Mobile Communications and Pervasive Computing | Internet of Things |
| MobiCom | International Conference on Mobile Computing and Networking | Internet of Things |
| RE | Requirements Engineering Conference | Software engineering |
| SERP | International Conference on Software Engineering Research and Practice | Software engineering |
| ServiceWave | European conference under the umbrella of the NESSI, eMobility, EPoSS, ISI and NEM. | Service engineering, Software engineering, Grid computing, Business engineering |

| Name of Event | Brief Description | Target audience / communities |
|---|---|---|
| TRANSLOG | Conference for transportation and logistics leaders from academia, government and the private sector featuring noteworthy domestic and international participants | Transportation & Logistics |
| UbiComp | ACM International Conference on Ubiquitous Computing | Pervasive, wireless, embedded, wearable, and/or mobile technologies that bridge digital and physical worlds |

Table 6: List of relevant journals for scientific dissemination

| Journal |
|---|
| **Software engineering** |
| Journal of Systems and Software |
| Journal of Automated Software Engineering |
| Software Engineering Journal |
| European Journal of Information Systems |
| **Business Process Management** |
| Elsevier Information Systems Journal |
| Supply Chain Management: An International Journal |
| ACM Transactions on Information Systems |
| **Service-based computing** |
| Journal of Systems and Software |
| International Journal of Web and Grid Services |
| Journal of Computing and Information Technology |
| ACM Transactions on the Web |
| **Internet of Things** |
| IEEE Transactions on Mobile Computing |
| International Journal of Mobile and Wireless Computing |
| **Application Areas** |
| IEEE Transactions on Intelligent Transportation Systems |
| Computers and Electronics in Agriculture |
| Computers in Industry |
| Future Generation Computer Systems |

Table 7: List of relevant Industrial Events and Trade Fairs for Dissemination.

| Name of Event | Brief Description | Target Audience / Communities |
|---|---|---|
| AgriTechnica | World's largest exhibition on farm machinery, with a lot of attention to precision farming technology. | Farmers, traders, machinery manufacturers (incl. R&D staff) |
| ANUGA | International fair for the food industry in Cologne | Production, Management |
| CeBIT | World's largest trade fair and exhibition on ICT. | ICT in general addressing industry and academia |
| CeMAT | The world's leading fair for intralogistics | Intralogistics |
| CILF | China International Logistics and Transportation Fair | Logistics, Transportation |
| Cool Chain Europe | Conference for professionals meeting to talk about problems and solutions for cooled transport chains | Transport |
| DLK | German Logistics Congress (*ger. Deutscher Logistik-Kongress*) | Logistics |
| Dortmunder Gespräche | German Congress on IT for the logistics domain | Logistics, Traffic, Retail, IT, Telematics, Manufacturing |
| Fruit Logistica | International annual fair for the Fruit and vegetable industry | Production, Management and Marketing |
| Holland Transport & Logistics Show | The show updates on developments in logistic service providing, logistic infrastructure, logistic real estate, logistic information technology and equipment as well as sustainability issues in the logistics chain | Logistics, ICT, Sustainability |
| Hortifair, Amsterdam | International trade fair for Technology, Innovation and Inspiration in Horticulture. The Horti Fair has about 25.000 visitors from 65 countries and 600 exhibitors from 32 countries. www.hortifair.com | Floricultural Industry and Solution Providers |
| IAME | International Association of Maritime Economists | Maritime logistics |
| Intermodal South America | Leading integrated exhibition and conference event for international trade, logistics, transport and cargo handling in Latin America | International trade, Logistics, Transport, Cargo handling |
| International Freight Week | International Freight Week is the only event in the Middle East that covers the entire transport and logistics industry | Transport and Logistics |
| ITS World Congress | The World Congress on Intelligent Transport Systems for world's leading transportation policy makers, technology, and business professionals. | Transport systems |
| LDIC | International Conference on Dynamics in Logistics | Identification, analysis, and description of the dynamics of logistic processes and networks |
| LDK | Logistics Service Congress of St. Gallen (*ger. St.Galler Logistikdienstleistungs-Kongress*) | Logistics |
| Log | EHI/GS1 Germany Retail Logistics Congress for Retail, Manufacturing and Service (*ger. Handelslogistik Kongress*) | Logistics, SCM |
| LOGICON | Retail and FMCG Global Logistics & Supply Chain Conference | Logistics, SCM |
| LogiMAT | German trade fair for distribution, material and information flow | Intralogistics |
| Logitrans | Transport Logistics Fair | Transport, Logistics |
| LOGITRANS | Madrid Logistics and Transport Forum | Transport, Logistics |
| SAP Sapphire | SAP's educational and networking customer event. | ICT in general, addressing senior executives and business managers |
| SAP TechEd | SAP's technical education customer conference. | ICT education, addressing IT managers, developers, administrators & business experts |
| SCL Europe | European Supply Chain and Logistics Summit | SCM, Logistics, RFID, SOA |

| Name of Event | Brief Description | Target Audience / Communities |
|---|---|---|
| SCMLogistics | Asia's most established logistics & supply chain conference | Logistics, SCM |
| SIL | International Logistics and Material Handling Exhibition | Logistics, Material handling |
| SITL | Trade show for Logistics Solutions | Transport, Warehousing, Logistics platforms, Technologies and Information Systems |
| SOLE | Annual International Logistics Conference and Exhibition (Global Logistics Sustainability) | Sustainability, Logistics |
| Supply Chain Technology Forum | The leading forum for Supply Chain Technology decision makers | SCM |
| Systems | A professional business-to-business exhibition for the ICT market. | ICT in general, addressing industry professionals |
| transport logistic | The most important exhibition for logistics, mobility, IT and supply-chain management in the world. | Logistics, Mobility, IT, SCM |
| Urban Transport World | Urban Transport World Australia focuses on policy, strategy and innovation for urban transport planning and delivery. | Urban Transport |

## 6.3. FIspace Public Project Website Screen Shots

Figure 2: FIspace Homepage

Figure 3: FIspace Homepage

Figure 4: FIspace Homepage

Figure 5: FIspace Homepage

Figure 6: FIspace Homepage

Figure 7: FIspace Homepage

Figure 8: FIspace Homepage

Figure 9: FIspace Website – Concept

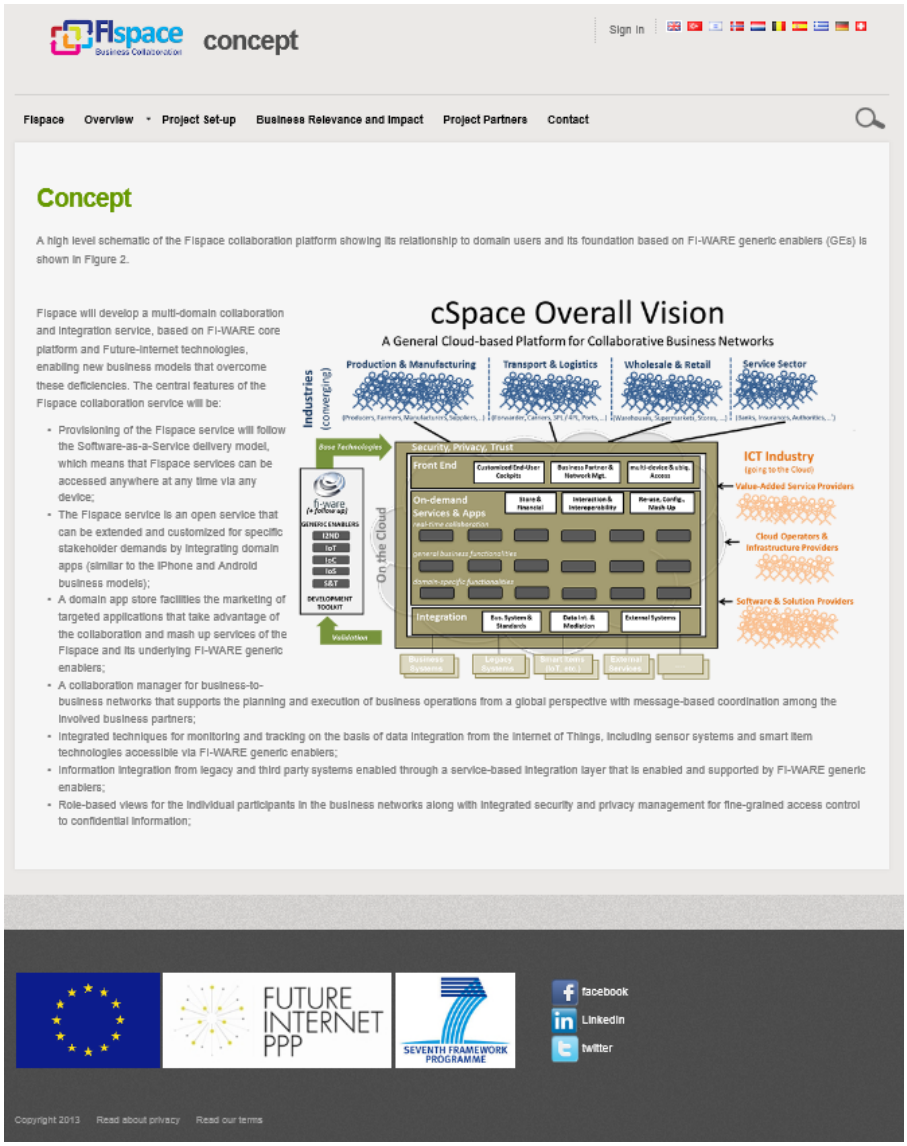


Figure 10: FIspace Website – Project Set-Up

Figure 11: FIspace Website – Business Relevance and Impact

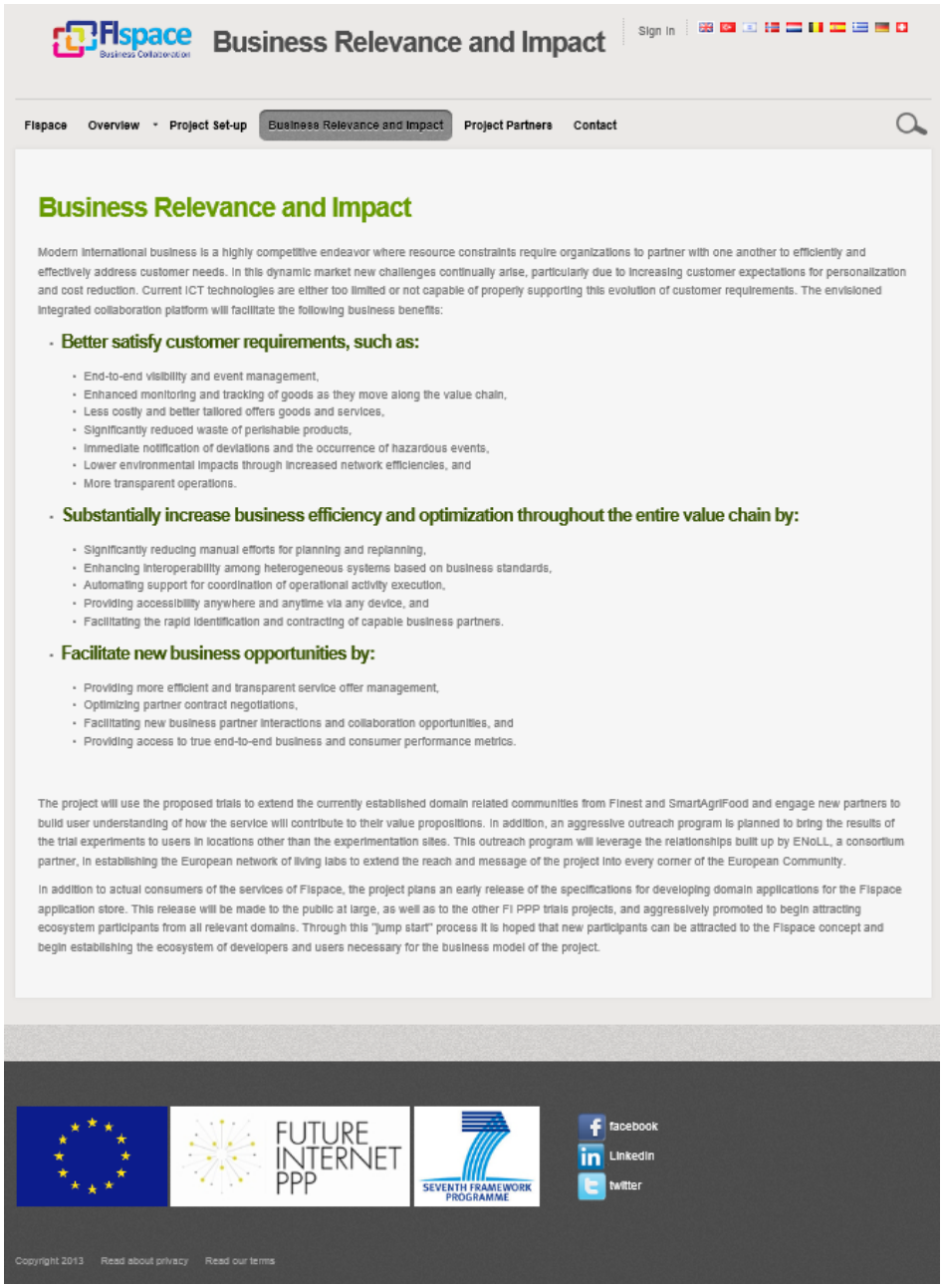


Figure 12: FIspace Website – Project Partners

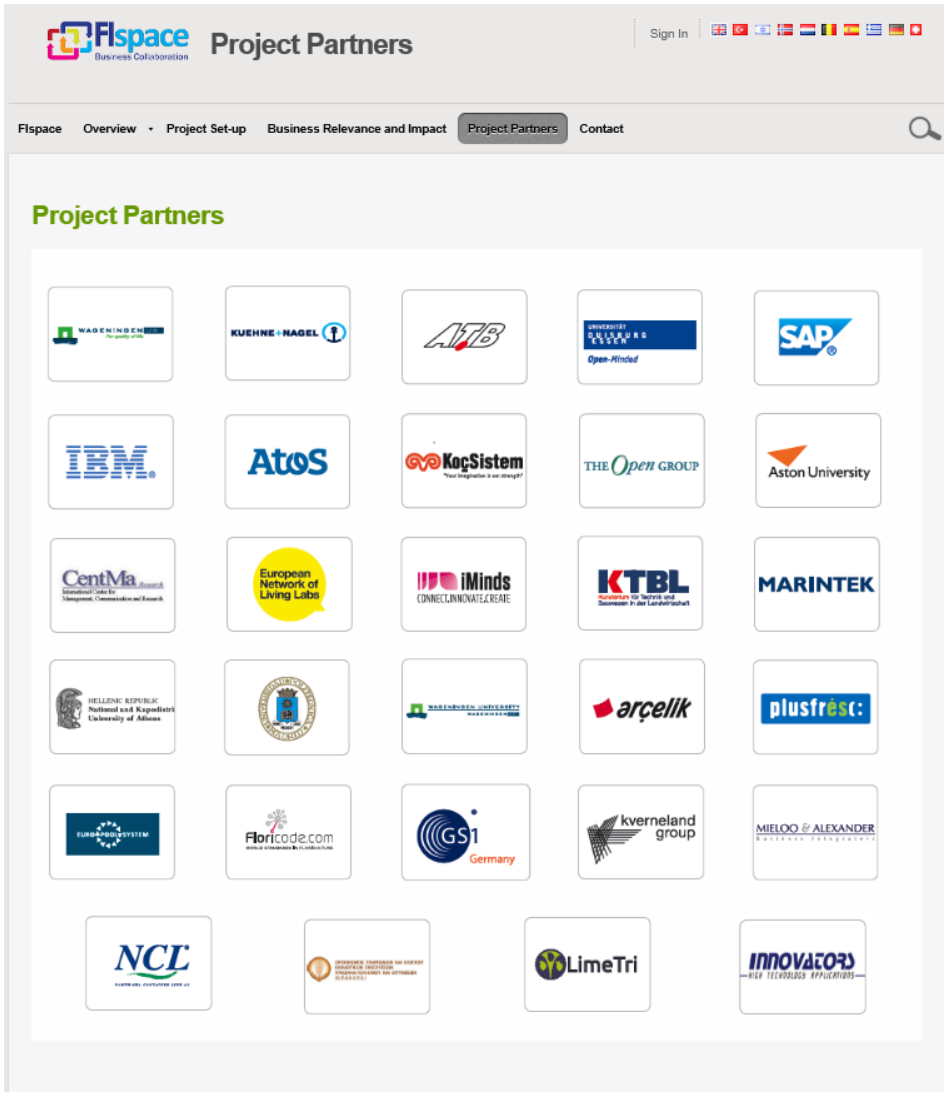
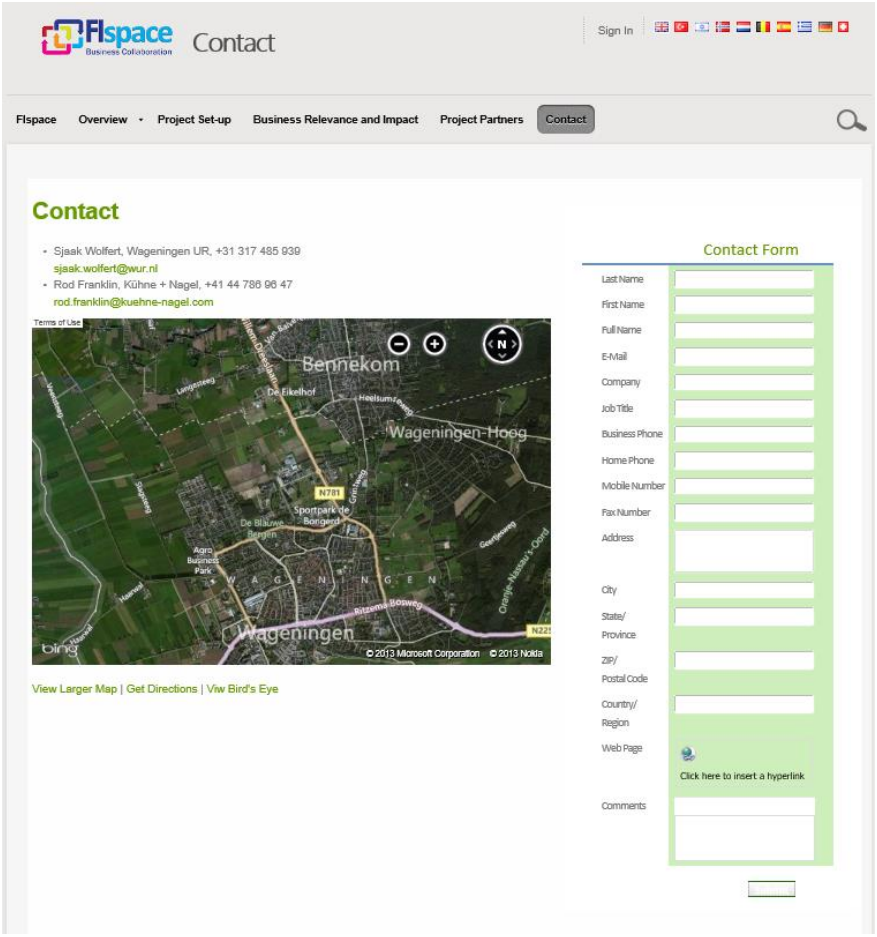


Figure 13: FIspace Website – Contact



FIspace
Business Collaboration