



**BIG DATA VALUE**  
eCOSYSTEM

## D1.7 Advisory Board Report

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## Definitions, Acronyms and Abbreviations

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Acronym	Title
BDVe	Big Data Value Ecosystem
BDVA	Big Data Value Association
BDV PPP	Set of PPP projects supported by BDVe
DMP	Data Management Policy
FAIR	Findable, accessible, interoperable and re-usable
ORD	Open Research Data
AB	Advisory Board

**Table 1: Definitions, Acronyms and Abbreviations**

## **Executive Summary**

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The report outlines the activities carried by the Advisory Board - a body of experts that provides guidance on how to enhance the impact of the PPP – during the first period (18 months) of the project.

More precisely, after introducing the current Advisory Board composition and communication tools, we summarize the input of the Advisory Board members during the two meetings held in 2017, and we conclude by summarizing the foreseen interaction with the board in 2018.

# Introduction

## 1 Advisory Board Composition

As of June 2018, the Advisory Board of BDVe is composed of 10 members, Ms Laila Gide (Thalès) informed us about her retirement and withdrew from her involvement in February 2018. The BDVe PCC decided that the composition of the Advisory Board was still representative of the big data community and that the number of members was still in conformity with the grant agreement term “There will be a maximum of 10-12 members” without searching for a new Advisor member. The infographics shown in Figure 1 –Advisory Board Composition (June 2018) summarized the distribution of the members according to different criteria (geographical, technical, gender and jobs).



Figure 1 –Advisory Board Composition (June 2018)

## 1.1 List of Board Members

Title	First Name	Last Name	Job Title	Company
Dr	Nozha	Boujemaa	Director of Research, Advisor to the Chairman and CEO of Inria in Big Data	INRIA
Dr	Barteld	Braaksma	Innovation Manager	CBS - Statistics Netherlands
Prof	Ernesto	Damiani	Director of the Information Security Research Center / Director of the SESAR Research Lab	Khalifa University / Università degli Studi di Milano
Dr	Renaud	Di Francesco	Director Europe Technology Standards	Sony
Dr	Tua	Huomo	Vice President Data Driven Solutions	VTT Technical Research Centre of Finland Ltd
Dr	Michael	Malms	ETP4HPC project manager	IBM
Prof	Viktor	Mayer-Schinberger	Professor of Internet Governance and Regulation	Oxford Internet Institute
Mr	Ultan	Mulligan	Director of Communication & Innovation	European Telecommunications Standards Institute (ETSI)
Dr	Lea	Shanley	co-Executive Director	South Big Data Innovation Hub at University of North Carolina at Chapel Hill
Mr	Željko	Pazin	Executive Director	European Factories of the Future Research Associations (EFFRA)



## 2 Communication Infrastructure

On top of standard email exchanges, all members of the Advisory Board are part of the pre-existing Big Data Value PPP jam group (intranet) and received regular updates of all activities of the BDV PPP community. Complementary to this, a dedicated jam group to the Advisory Board has been created since June 2017 to exchange confidential or targeted communication.

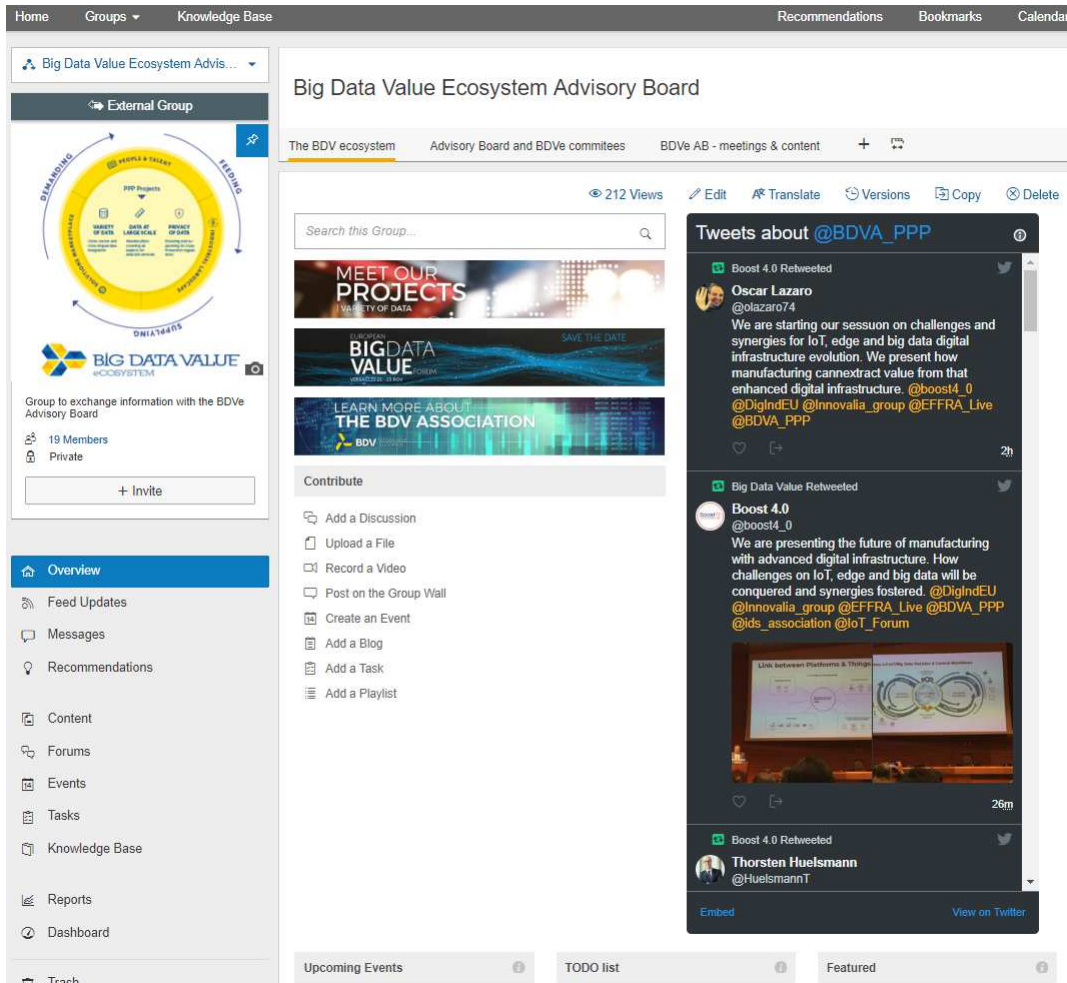


Figure 2 –Advisory Board Jam Group (June 2018)

## 3 Activity Timeline

March-June 2017	September 2017	November 2017	April 2018	July 2018
<ul style="list-style-type: none"><li>•Recruitment process</li></ul>	<ul style="list-style-type: none"><li>•Kick off meeting of the Advisory Board</li></ul>	<ul style="list-style-type: none"><li>•Participation to EBDVF 2017</li><li>•Advisory Board meeting at INRIA Rocquencourt</li></ul>	<ul style="list-style-type: none"><li>•Organisation of the BDV meetup in Sofia</li></ul>	<ul style="list-style-type: none"><li>•Advisory Board update</li></ul>

Figure 3 –Advisory Board related activity (overview)

### 3.1 Recruitment process

Between March and June 2017, we recruited the Advisory Members following the following procedure:

1. Selection process driven by the PCC to nominate 12 candidates
2. Initial contact by mail to the candidates by the person who provided the contact;
3. Organisation of a meeting to explain the BDV ecosystem and the role of the advisory board and financial conditions;
4. On acceptance, formal invitation letter and request for biographical data and consent on the utilisation of these data.

By end of June 2017, 11 persons accepted to be member of the BDVe Advisory Board, the biography of every members and further insights on the process are available in the Deliverable D1.6.

### 3.2 Kick off meeting of the Advisory Board

The Kick of Meeting of BDVe Advisory Board was held on September 5<sup>th</sup> 2017 (17:30 – 18:45). The initial goal of this meeting was for all members to get to know each other, to learn about the context surrounding the BDVe projects and to give initial thoughts about BDVe and the associated projects. The agenda was as follows:

- 1) Welcome and round table
- 2) Project objectives and the Mission of the Advisory Board
  - a) BDVe, BVA and BDV PPP
  - b) BDVA Strategic Research and Innovation Agenda
  - c) Mission of the Advisory Board
- 3) Overview of the BDV PPP projects
- 4) The EBDVF event and Advisory Board Meeting (<http://www.european-big-data-value-forum.eu/>)
- 5) Tools: How to work together (Collaborative Tools, Meetings and Social networks...)

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### Participants:

Title	First Name	Last Name	Job Title	Company
Dr	Nozha	Boujema	Director of Research, Advisor to the Chairman and CEO of Inria in Big Data	INRIA
Dr	Barteld	Braaksma	Innovation Manager	CBS - Statistics Netherlands
Dr	Renaud	Di Francesco	Director Europe Technology Standards	Sony
Dr	Tua	Huomo	Vice President Data Driven Solutions	VTT Technical Research Centre of Finland Ltd
Dr	Michael	Malms	ETP4HPC project manager	IBM
Mr	Ultan	Mulligan	Director of Communication & Innovation	European Telecommunications Standards Institute (ETSI)
Dr	Lea	Shanley	co-Executive Director	South Big Data Innovation Hub at University of North Carolina at Chapel Hill
Dr	Edward	Curry	Funded Investigator and Group Leader BDVe Technical Committee	Insight
Ms	Ana	Garcia	BDVA Secretary General BDVe Steering Committee	BDVA
Ms	Sonja	Zillner	Representing Thomas Hahn Chief Expert Software BDVe Steering Committee	Siemens
Ms	Laure	Le Bars	President of BDVA BDVe Project Management	SAP
Dr	Andreas	Metzger	Head of Adaptive Systems and Future Internet Applications BDVe Technical Committee	Paluno - University of Duisburg-Essen
Dr	Jean-Christophe	Pazzaglia	Chief Support Architect Higher Education & Research BDVe Project Management	SAP
Ms	Julia	Mattern	PFP Project Consultant BDVe Project Consultant	SAP

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### Excused:

Title	First Name	Last Name	Job Title	Company
Prof	Ernesto	Damiani	Director of the Information Security Research Center / Director of the SESAR Research Lab	Khalifa University / Università degli Studi di Milano
Mr	Željko	Pazin	Executive Director	European Factories of the Future Research Associations (EFFRA)
Prof	Viktor	Mayer-Schönberger	Professor of Internet Governance and Regulation	Oxford Internet Institute
Ms	Laila	Gide	Director for Advanced Studies Europe	Thalès

### 3.2.1 Welcome and round table

*Laure Le Bars*

The initial goal of this meeting was for all members to get to know each other, to learn about the context surrounding the BDVe projects and to give initial thoughts about BDVe and the associated projects.

### 3.2.2 Project objectives and the Mission of the Advisory Board

*Jean-Christophe Pazzaglia*

Before entering in the details of the mission, we provided a 360° vision of the project together with the presentation of the BDVA Strategic Research and Innovation Agenda.

#### **BDVA, BDVe, and BDV PPP**

*Ana Garcia and Nuria De Lama*

#### **BDVA Strategic Research and Innovation Agenda**

*Sonja Zillner*

#### **Mission of the Advisory Board**

*Jean-Christophe Pazzaglia*

#### **Comments by Advisory Board Members**

Renaud Di Francesco highlighted the importance of cross-cutting aspects both from a technical standpoint (e.g. Security) and from a business perspective (e.g. economics of data), such as the economics of data sets, the roles in the data economics: data owner, data collector, data user. With a name of Big Data Value, he thinks it's not possible to avoid the economics. The economics will lead to other questions, more operational or regulatory: if there is a property right on data access, there must be an enforcement mechanism. The difference can be noticeable between EU and the rest of the world (US) notably due to the legislation constraints.

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Barteld Braaksma complemented this point highlighting how measuring data value is difficult, and the potential benefit from the establishment of standards (NDA in term of data type or metrics). Renaud Di Francesco drew a parallel with the music industry, and how the data economics can be addressed from a right management perspective (and hopefully to learn from the music experience!).

The Advisory Board members recommended to line out more exactly why certain sectors were chosen (=> connection to BDVe WP 3), and also to explain in more detail the economics of data sets and the roles in the data economics: data owner, data collector, data user. Nuria De Lama explained that for the first version, AgriFood and Transport were covered. Those 2 domains correspond to the areas of the two lighthouse projects which started in 2017.

Several members asked how to contribute to the SRIA (v3.0 - [http://bdva.eu/sites/default/files/EuropeanBigDataValuePartnership\\_SRIA\\_v3.pdf](http://bdva.eu/sites/default/files/EuropeanBigDataValuePartnership_SRIA_v3.pdf)): BDVA is open to contributions but noted to please take into account that version 4.0 is due end of September. It is also possible for organizations to join BDVA and to participate in various activity groups (see <http://bdva.eu/?q=get-involved> ).

*Several suggestions included:*

- Lea Shanley proposed to connect BDVe project team with research groups working on different big data hubs such as the Nasa earth science data hub (see <https://mydasdata.larc.nasa.gov/>).
- The Advisory Board members recommended to discuss where is next to “data protection” the “people protection”. How to get endorsement from citizens and consumers and provide a trustworthy model to avoid the pitfall of initiatives such as Smart meters.
- Renaud Di Francesco invited BDVe to participate to the round table he is chairing in Industry of Things world in Berlin later the same month (<http://industryofthingsworld.com>)

### 3.2.3 Overview of the BDV PPP projects

*Ed Curry*

The BDV Reference Model was presented: it provides some criteria to assess the domain of interests of Big Data related projects. This model was completed by the initial PPP projects in order to structure their input and to gain a common understanding of how these projects are working with big data solutions to identify synergies and potential gaps.

#### Comments by Advisory Board Members

The technical committee may want to consider to fine tune/extend the model to take into account trends such as edge computing, remote execution, aggregation of remote data or the pertinence of MEC for certain use cases (cf. ETSI group <http://www.etsi.org/technologies-clusters/technologies/multi-access-edge-computing>).

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### 3.2.4 The European Big Data Value Forum event

*Laure Le Bars*

The initial agenda and details of the event were shared by Laure Le Bars. The information is accessible under <http://www.european-big-data-value-forum.eu/>. On day 2 afternoon, the program is focusing of the projects covered by BDVe and encourage Advisory Board members were encouraged to join these sessions. Day 3 afternoon is dedicated to BDVA General Assembly; Advisory Board members may want to work in the location of EBDVF.

### 3.2.5 Tools: How to work together (Collaborative Tools, Meetings and Social networks...)

*Jean-Christophe Pazzaglia*

There is a dedicated community tool, *SAP Jam Group* for the Advisory Board members. We encourage members that did not register / did not receive a mail to contact Jean-Christophe Pazzaglia or Laure Le Bars. The link is: [https://jam4.sapiam.com/groups/about\\_page/yGpoGM0FsCTCwuHV0Gq4q1](https://jam4.sapiam.com/groups/about_page/yGpoGM0FsCTCwuHV0Gq4q1).

All tweets related to BDV ecosystem are posted using the @BDVA\_PPP. Advisory Board members are kindly invited to post, follow, retweet, amplify!

## 3.3 Advisory Board meeting at INRIA Rocquencourt

The annual meeting of BDVe Advisory Board was held on November 24<sup>th</sup> 2017 (9:00 – 12:30). The goal of this meeting was to present the activity done during the first year of the BDVe project including also feedback from the EBDVF 2017 and co-located events. The agenda followed the logical structure of the project:

1. **Initial Roundtable**  
Questions and feedback on EBDVF events
2. **WP 2: IMPACT**  
Propose Marketplaces to Frame the European Data Economy to Maximize Impact
3. **WP 3: ECOSYSTEM**  
Manage a Community engaged to Share Best Practices to Reproduce Success Stories
4. **WP 4: SKILLS**  
Identify Critical Skills, Encourage Education, and Promote Centers of Excellence
5. **WP 5: MARKETING**  
Establish a Recognized Brand for Communicating and Disseminating PPP Results

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Dr	Tua	Huomo	Vice President Data Driven Solutions	VTT Technical Research Centre of Finland Ltd

<sup>1</sup> Prof Damiani was present during EBDV2017 – chairing a session on PET for Big Data - but have to fly back to be present at a last minute meeting in the UAE

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Ms	Ana	Garcia	BDVA Secretary General BDVe Steering Committee	BDVA
Dr	Andreas	Metzger	Head of Adaptive Systems and Future Internet Applications BDVe Technical Committee	Paluno - University of Duisburg- Essen
Mr	Željko	Pazin	Executive Director	European Factories of the Future Research Associations (EFFRA)
Prof	Viktor	Mayer- Schönberger	Professor of Internet Governance and Regulation	Oxford Internet Institute
Ms	Laila	Gide	Director for Advanced Studies Europe	Thalès

### 3.3.1 Initial Roundtable

#### *Laure Le Bars*

To start the meeting, we quickly recapped the BDV ecosystem and showed an overview of the results of the monitoring report 2017. The feedback was twofold, one related to the KPIs and the impact of BDV PPP:

- What kind of metrics are in use for PPP monitoring?
- How KPI are (strictly) related to Big Data?
- Are KPIs related to government or other countries such as US?
- What is the global objective and how projects can connect to each other to maximise benefit to Europe?

The other was about the future of this scheme:

- Is there a plan for 2020 projects continuation in the future?
- Are you providing input to the call text?

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*These two sets of questions clearly that if BDV PPP is perceived as an asset, its coordination, monitoring and evaluation of performance are perceived as critical and its continuation after 2020 will be a must to tackle new challenges.*

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### 3.3.2 WP 2: IMPACT

Sonja Zillner

WP2-IMPACT. Framing the European Data Economy to maximize Impact  
T2.1-T2.4; M1-M48



**Figure 4: Propose Marketplaces to Frame the European Data Economy to Maximize Impact**

The methodology used for evaluating was under scrutiny, first with respect the composition of organization and mechanisms to gather feedback:

- Are you asking only the projects and not the members?
- What is the mechanism for gathering input? What are the experiences learnt?

But also, the pertinence of the KPIs in relationship with the stage of the projects involved (less than a year old):

- Do you have only quantitative KPIs?
- You may want to add economical related indicators but also measures with respect to collaboration.
- Do the WP2 concerns result from wrong KPIs?  
Usually people do not do survey beforehand (so early?)?
- Do you intend to interview the partner board?

Several suggestions were mentioned:

- Other people have similar problems in finding good KPIs. What about possible collaboration including with other PPP such as HPC and sharing best practices at cPPP level.
- Are these report/charts confidential? Can we use a similar approach?
- Are KPIs related to government or other countries such as US?
- You may want to rely on existing catalog such as the National data service in the US
- You may want to benchmark against US initiatives

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*Collaboration across projects, different PPPs and countries were perceived by the advisors as a way to improve impact by sharing best practices and using the right KPIs at the right instant.*

The recommendations from the advisors addressed the KPIs included in the BDV PPP Monitoring Report 2016. They have been including in our feedback to the European Commission and the BDV PPP Monitoring Report 2017 taking into account a new KPI approach proposed by European Commission that partially addressed the advisors concerned.

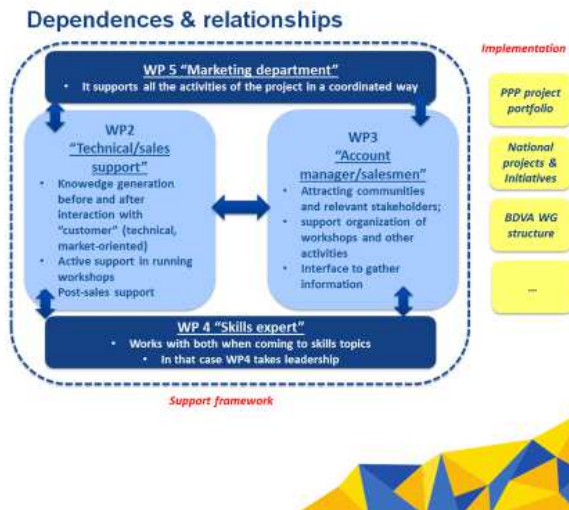
As soon as we have received feedback from European Commission regarding the BDV PPP Monitoring Report 2017, we plan to reassess whether their recommendation can be implemented.

### 3.3.3 WP 3: ECOSYSTEM

Nuria de Lama

## Objectives

- O2.1: To **characterize the BDV ecosystem** including its value proposition and existing Big Data Landscape and create an **engagement plan** for enhancing and expanding it
- O2.2: To engage with **SMEs, Web Entrepreneurs and start-up** through direct and regional collaboration
- O2.3: To engage with other formal and informal **national/regional initiatives** and create win-win synergies, critical mass and common purposes.
- O2.4: To engage and coordinate with other formal and informal **EU initiatives such as PPPs and ETPs**
- O2.5: To establish and expand a **collaborative environment for the ecosystem** based on the existing facilities of BDVA that will include a partner/technology market exchange
- O2.6: To provide **support to the ecosystem and PPP projects** through the establishment of a pan-BDV PPP project Steering Board and Technical Board



**Figure 5: Manage a Community engaged to Share Best Practices to Reproduce Success Stories**

With respect to the characterization of the BDV ecosystem, the accent was on the mean to survey it, enlarging from the BDV PPP first circle (e.g. network) to a more exhaustive vision:

- Story map tool may enable more sophisticated analysis instead, and may enable to add more information from other organisations
- You may want to rely on other metadata model to complement your vision and to gather other insights
- Official statistics offices, Citys (eg. Rotterdam – Eurocities network), government agencies may look for smart technology and can be potential target group for WP3

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- How do you choose the venture capitalists? The SMEs? Which criteria do you use for this group? Selection may be based on activity/records as network only may not be effective

Future thinking and global reach was also highlighted

- GDPR is today, you should focus on next gen GDPR
- Our American colleagues are interested to find a new meeting for collaboration between US and Europe following the meeting held in Versailles before EBDVF
- What about Korea & Japan as possible collaboration (JST/JRC/NSF). They are important in Big Data. Japan is open to fund exchanges.
- Check for other sectors/communities like Energy, Health, Telco and Phone maker

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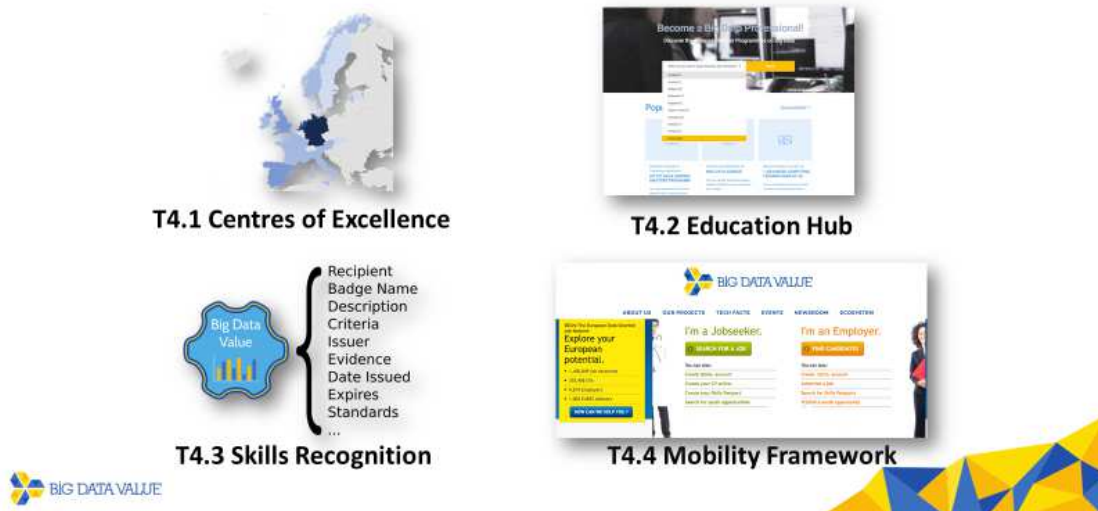
*Overall, the current investment and ecosystem is perceived as strong and the advisors perceived that there is a window of opportunity for Europe to take the leadership on the vision*

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## 3.3.4 WP 4: SKILLS

*Jean-Christophe Pazzaglia on behalf of Ed Curry*

### Skills: People and Talent



**Figure 6: Identify Critical Skills, Encourage Education, and Promote Centers of Excellence**

The initiative of Center of excellence 'cookbook' was praised even if the definition of what a centre of excellence is may not be unique, the European National Statistical Institute may be interested to check if indicators can be related to our sample.

The Education hub is perceived as a valuable resource but a question arises on its coverage notably with respect to professional training and online activities like webinars, MOOC as it may be interesting to give a complete picture. [We digged into

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this avenue but we may face legal constraints as it may violate the EU common framework (“EU Competition Law”) [https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52014XC0627\(01\)](https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52014XC0627(01)) ]

With respect to the recognition scheme (e.g. the badges) the question arises on the main driving forces: the universities, the employers or the students, it was also suggested to provide guidelines in curriculum building. Finally, an open debate was about the ‘generic Big Data’ expert vs Branch oriented experts (e.g. supply chain, telco, physics, genomics). An idea would be to extend our IT oriented light taxonomy including roles relevant to the data science chain and to train/ propose training to domain expert to master Big data technology relevant to their fields. Some relevant academic work about companies [Yuri Demchenko (Amsterdam)] and it may be a good starting point in this respect as he made an inventory of Data Science skills. They provide a skill map and tested it with several IT companies.

The mobility framework may be interesting albeit it was raised that Intellectual property may become a major hurdle in its implementation, similarly to the first point it was also perceived as a way to encourage the emergence of domain/industry specific data science expert.

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*The Skills work packages proposed several proposition values of interest, we should insure that the different stakeholders are embracing them in order to optimize their potential.*

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## 3.3.5 WP 5: MARKETING

*Pablo Honrubia / Daniel Alonso*

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**Figure 7: Establish a Recognized Brand for Communicating and Disseminating PPP Results**

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Due to time constraints, we did not have a lot of time to present and discuss all components. The feedback on the communication, marketing, brochure and signage of the recent EBDVF2017 was extremely good.

## **3.4 Organisation of the BDV meetup in Sofia**

The need for an event like the BDV meetup was already perceived by the project and our main stakeholders. Still several points highlighted by the Advisory Board members (e.g. strengthening collaborations) confirmed our perspective and the organization of the meetup but also the “project of the week” campaign (<http://www.big-data-value.eu/newsroom/>) were two initiatives to improve this aspect.

## 4 Next actions

The next action will be to organize a meeting to evaluate how the initiatives triggered by the Advisory Board are addressing the concerns of the board. This will pave the way toward the second formal Advisory Board that is likely to be collocated in Wien at the end of the year.

## References

- [1] Grant Agreement number: 732630 — BDVe — H2020-ICT-2016-2017/H2020-ICT-2016-1
- [2] The Role of Advisory Boards – Odgers Berndtson -  
[http://www.odgersberndtson.com/media/2267/the\\_role\\_of\\_advisory\\_boards\\_-\\_who\\_\\_what\\_\\_why\\_\\_how.pdf](http://www.odgersberndtson.com/media/2267/the_role_of_advisory_boards_-_who__what__why__how.pdf)