# D1.8 Advisory Board Report

<table>
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<tr>
<th>Workpackage</th>
<th>WP1 - MANAGEMENT. Direction, Supervision &amp; Governance</th>
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<tr>
<td>Editor(s):</td>
<td>Jean-Christophe Pazzaglia (SAP SE)</td>
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<td>Responsible Partner:</td>
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<td>Abstract:</td>
<td>This deliverable reports the outcomes of each of the annual meetings held in Period 2 with the Advisory Board.</td>
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## Definitions, Acronyms and Abbreviations

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<tr>
<th>Acronym</th>
<th>Title</th>
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<tbody>
<tr>
<td>BDVe</td>
<td>Big Data Value Ecosystem</td>
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<tr>
<td>BDVA</td>
<td>Big Data Value Association</td>
</tr>
<tr>
<td>BDV PPP</td>
<td>Set of PPP projects supported by BDVe</td>
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<tr>
<td>DMP</td>
<td>Data Management Policy</td>
</tr>
<tr>
<td>FAIR</td>
<td>Findable, accessible, interoperable and re-usable</td>
</tr>
<tr>
<td>ORD</td>
<td>Open Research Data</td>
</tr>
<tr>
<td>AB</td>
<td>Advisory Board</td>
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**Table 1: Definitions, Acronyms and Abbreviations**
Executive Summary

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 second period (M18-M36) of the project. After an update on the composition of the advisory board, we proposed a quick summary of the meeting held a couple of months after the first review in Vienna (November 2018) and give an overview of actions that was taken to implement the advices. We then proposed extensive minutes of the meeting held in Helsinki (October 2019) together with new recommendations.
Introduction

1 Activity Timeline

<table>
<thead>
<tr>
<th>March-June 2017</th>
<th>September 2017</th>
<th>November 2017</th>
<th>November 2018</th>
<th>October 2019</th>
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</thead>
</table>
| • Recruitment process  
  see D 1.6 | • Kick off meeting of the Advisory Board  
  see D 1.7 | • Participation to EBDVF 2017  
  • Advisory Board meeting at INRIA Rocquencourt  
  see D 1.7 | • Participation to EBDVF 2018  
  • Advisor Board meeting at Siemens Vienna | • Participation to EBDVF 2019  
  • Advisor Board meeting at VTT Espoo |

Figure 1 – Advisory Board Steps and Deliverables

This document focuses on the Advisory Board activity from M18 to M36, the initial information about the Advisory Board has been described in D1.6 (M0 to M6) and D1.7 (M6 to M12).

2 Advisory Board Composition Update

As of October 2019, the Advisory Board is still composed of 10 members.

We should highlight that Dr Nohza Boujemaa that worked as Director of Research at INRIA accepted the job of Chief Science & Innovation Officer at Median Technologies; while Dr Lea Shanley moved to Senior Fellow at University of Wisconsin-Madison as of February 2019. Both confirmed their involvements as Advisors soon after taking over their new responsibilities.

2.1 List of Board Members

<table>
<thead>
<tr>
<th>Title</th>
<th>First Name</th>
<th>Last Name</th>
<th>Job Title</th>
<th>Company</th>
</tr>
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<tbody>
<tr>
<td>Dr</td>
<td>Nozha</td>
<td>Boujemaa</td>
<td>Chief Science &amp; Innovation Officer</td>
<td>Median Technologies</td>
</tr>
<tr>
<td>Dr</td>
<td>Barteld</td>
<td>Braaksma</td>
<td>Innovation Manager</td>
<td>CBS - Statistics Netherlands</td>
</tr>
</tbody>
</table>
### 2.2 Participation of Board Members

80% of the board members participated to at least one activity of the BDV PPP activity (eg. One advisory board, one event, or invitation of BDV PPP members) during the period. 2 out of the 3 advisory boards were hosted by the organisation of one member of the board (resp. INRIA and VTT) 60% of the members attended more than 3 events/activities or promoted actively the BDV PPP facilitating communication with their organisation or providing guidelines.

The project management is really satisfied about this involvement that also enable to have a continuity in the advices.

We took the opportunity to thank our advisory board members for their time and valuable advices.
3 Second Advisory Board meeting at Siemens Vienna

The annual meeting of BDVe Advisory Board was held on November, 15th 2018 (9:00 – 13:00), the goal of this meeting was to present the activity done during the first two years of the BDVe project including also feedbacks from the first project review that was held on September 14th. The agenda was following the logical structure of the project:

1. Initial Roundtable
   Questions and feedbacks 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

3.1.1 Participants:

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<th>Barteld</th>
<th>Innovation Manager</th>
<th>CBS - Statistics Netherlands</th>
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<td>Vice President Data Driven Solutions (Remote)</td>
<td>VTT Technical Research Centre of Finland Ltd</td>
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<td>Dr</td>
<td>Michael Malms</td>
<td>ETP4HPC project manager</td>
<td>IBM</td>
</tr>
<tr>
<td>Mr</td>
<td>Ultan Mulligan</td>
<td>Director of Communication &amp; Innovation</td>
<td>European Telecommunications Standards Institute (ETSI)</td>
</tr>
<tr>
<td>Dr</td>
<td>Lea Shanley</td>
<td>co-Executive Director (Remote)</td>
<td>South Big Data Innovation Hub at University of North Carolina at Chapel Hill</td>
</tr>
<tr>
<td>Dr</td>
<td>Niki Pavlopoulos</td>
<td>Representing Edward Curry Funded Investigator and Group Leader (Remote)</td>
<td>Insight</td>
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<tr>
<td>Mr</td>
<td>Thomas Hahn</td>
<td>BDVe Steering Comittee</td>
<td>Siemens</td>
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</table>
### D1.8: Advisory Board Report

<table>
<thead>
<tr>
<th>Mrs</th>
<th>Susanne</th>
<th>Kuehrer</th>
<th>BDVe Project - Presenting WP2 results</th>
<th>EIT</th>
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<tr>
<td>Ms</td>
<td>Nuria</td>
<td>De Lama</td>
<td>BDVe Steering Committee</td>
<td>ATOS</td>
</tr>
<tr>
<td>Ms</td>
<td>Laure</td>
<td>Le Bars</td>
<td>President of BDVA BDVe Project Management</td>
<td>SAP</td>
</tr>
<tr>
<td>Dr</td>
<td>Jean-Christophe</td>
<td>Pazzaglia</td>
<td>Chief Support Architect Higher Education &amp; Research BDVe Project Management</td>
<td>SAP</td>
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#### 3.1.2 Excused:

<table>
<thead>
<tr>
<th>Prof</th>
<th>Ernesto</th>
<th>Damiani</th>
<th>Director of the Information Security Research Center / Director of the SESAR Research Lab</th>
<th>Khalifa University / Università degli Studi di Milano</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr</td>
<td>Renaud</td>
<td>Di Francesco</td>
<td>Director Europe Technology Standards</td>
<td>Sony</td>
</tr>
<tr>
<td>Ms</td>
<td>Ana</td>
<td>Garcia</td>
<td>General Secretary BDVe Steering Committee</td>
<td>BDVA</td>
</tr>
<tr>
<td>Dr</td>
<td>Andreas</td>
<td>Metzger</td>
<td>Head of Adaptive Systems and Future Internet Applications BDVe Technical Committee</td>
<td>Paluno - University of Duisburg-Essen</td>
</tr>
<tr>
<td>Mr</td>
<td>Željko</td>
<td>Pazin</td>
<td>Executive Director</td>
<td>European Factories of the Future Research Associations (EFFRA)</td>
</tr>
<tr>
<td>Prof</td>
<td>Viktor</td>
<td>Mayer-Schönberger</td>
<td>Professor of Internet Governance and Regulation</td>
<td>Oxford Internet Institute</td>
</tr>
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</table>
4 Summary of the Discussion

The different WP were presented with the same narrative used during the first review held in September, the next sections quickly recap the WP highlights and next stages. Finally, the last section will sum-up the different recommendations and their status at M34.

4.1 Introduction

Laure Le Bars

After briefly introducing the BDV PPP ecosystem using the newly designed infographics designed by Ogilvy, we described the actions of these first 23 months.

![Figure 2: The BDV PPP ecosystem](image)

The first BDV PPP projects are already two years old. 2018 was the year of the first concrete achievements within the program but also some stressing time to prepare the reviews. BDVe was then in charge of taking care of 32 projects and lots of activities were achieved in 2018 (as you can see in the timeline) to establish our brand and disseminate our results – the result of all projects. Presence on LinkedIn and Twitter together with @BDVA_PPP, the newsletter, the BDV PPP site (including the education hub and the innovation market place), the webinar series, etc... all these tools enable you to reach our extended community that count more than 2000 people (after a GDPR reboot!). With the new year, we will welcome circa 10 new projects, therefore more than 40 projects will be running under the BDV PPP flag beginning 2019.
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2018 was also the year of the first BDVe project review that was held in September. As few weeks only separated the advisory board to the meeting, the project presentation was a shorter version of the M18 review, that was complemented by asking the advice of the board concerning the main points raised by the reviewers in their report, such as:

- Stronger engagement of industry
- More demand/community driven approach to the market place
- Policy committee
- On-line courses promotion

4.1.1. WP 1: Overview

Jean-Christophe Pazzaglia

4.1.2. WP 2: IMPACT

Sonja Zillner
WP2 Summary

- **What we achieved?**
  - Consolidation of Deliverables with high level content and analysis
  - Setup of important processes, tools, platforms, such as
    - DemoX framework with canvas
    - Innovation Marketplace
    - KPI Monitoring Process
    - Concept for Webinar Series
  - Intra Work-package collaboration

- **What comes next?**
  - Collaboration with and Engagement of PPP projects
  - Make our results more visible

*Figure 4: WP2 – M1-20 Actions Summary*

4.1.3 WP 3: ECOSYSTEM

*Nuria de Lama*

**WP3 Summary**

- **What we achieved?**
  - Successful development of relationships with technology-oriented (HPC, AIOTI), contributions to DEL... and sectorial/domain-oriented (EFRA/Industry 4.0, Alice-ETico, DG Agri...) initiatives with full alignment with **BDVA Strategy** leading to an influential and coherent ecosystem
  - Connections with a wide number of Big Data National Initiatives, and workplan with **IDEALIST** (NCP network)
  - Investors Group, alignment with incubators in the PPP and support services for SMEs (ex. SME booklet)
  - Beta version of **Big Data Landscape** to visually represent the elements of the ecosystem (building on top of previous efforts)
  - Setup of the **Innovation Marketplace** as one stop shop for Big Data solutions
  - Governance Structure of the PPP in place with all projects on board (SC, TC, CC)

- **What comes next?**
  - Supporting subsequent waves of projects will be challenging

- **What we learned?**
  - Very time and effort-consuming task (personal relationships)
  - Lack of dependencies between projects makes more difficult the conceptualization of the program

- **What we need?**
  - Full support from the EC side towards the projects and in terms of marketing

*Figure 5: WP3 – M1-20 Actions Summary*

4.1.4 WP 4: SKILLS

*Jean-Christophe Pazzaglia on behalf of Ed Curry*
WP4 Summary

What we achieved? The Groundwork has been done.....
- Engaged key stakeholders for support and feedback (i.e. BDVA, EDISON, GATE, EC, EDSA, DSJC, etc)
- Artefacts and tools developed and Launched
  - CoE Framework in-use and Network of CoEs Active
  - EduHub Launched
  - Skills Badges ready to pilot
  - Internship Portal Ready to Launch

What comes next? Now we drive engagement, up-take, and impact.....
- Development of dissemination campaigns with WP5 underway
- Leverage the BDV PPP Community to scale up-take
- Listen to the “market” and refine our offerings to meet demand

4.1.5 WP 5: MARKETING
Pablo Honrubia / Daniel Alonso

WP5 Summary

4.2 Recommendations

During the meeting we collected all advisors’ suggestions, in this section we summarize them and refer how we addressed them.

Recommendation: Strengthen collaboration with ecosystem (ETSI, HPC, 5G)
Status (M34):
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- A memory of understanding between BDVA and ETSI is in its final stage
- Collaboration BDVA-5G-HPC
  - 5G but also telco industry (eg. LTM in Riga, Nokia at Helsinki) were present during BDV PPP events
  - HPC ongoing collaboration

Recommendation: Involve actors outside the first BDV PPP circle

Status (M34):
- US community
  - Involvement of the US communities during the BDV PPP Summit (eg. keynote, workshop, webinar: https://www.big-data-value.eu/the-big-data-challenge-recommendations-by-merce-crosas/)
  - EU-US Big Data Joint Webinars on Digital Agriculture planned for December 2019 and 2020Q1
- Collaboration with Statistics community
  - Keyboard of Eduardo Barredo – Eurostat Director on Trusted Smart Statistics

Recommendation: Inform and understand about the mission and objectives of Horizon Europe

Status (M34):
- Continuous Involvement of the commission in the activity group and events – ongoing activity – focus on Horizon Europe on 2020
- Consider Mariana Mazzucato as a speaker for an event on Mission oriented research (Mission-Oriented Research & Innovation in the European Union) - Candidate date BDV PPP Summit in Porto

Recommendation: Adjust from Big Data to Big Data Driven AI

Status (M34):
- Communicate the BDVA AI position paper as an input for UN/ECE committee
- Build contact between BDVA and CLAIRE
- Position paper, SRIDA and all AI PPP related activity
- AI keynote and workshops during BDV PPP Summit and EBDVF 2019

Recommendation: Policy Steering group (beyond GDPR) for PPP but some concerns about a dedicated committee

Status (M34):
- Partially addressed by Societal TF within BDVA
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- Check Interest of projects
  - Good participation in related Sessions
  - Big data for public policy most followed webinars more than 80 registered people
- Policy activities by Tjerk TNO (ICT/Riga) and Natalie KUL sessions (Riga/EBDVF)
- Ethics in AI (EBDVF)

**Recommendation:** Online version of DemoX

**Status (M34):**

- DemoX renamed Data Driven Innovation (DDI)
- It was decided not to implement
  - User base, difficulty on a public cloud (confidentiality)
  - Effort (development) not compatible with DoA
- Development time + business model for 2021 onward
- Invest on experimentation
  - WS seems offer better ROI
    - Amongst them Vienna, Riga, Murcia
  - Booklet
  - Webinar, online documentation

**Recommendation:** Marketplace extension and usage

- Difficulty to apprehend what is a ‘demand’ based marketplace, which users/content/....
- Requirement analysis needed
- Populate to make it appetible before go live
- No real leverage on demand while on supply
- Boost adoption of project as ‘consumers’
- Focus on PPP content (eg. project, patent, smes...)
- Experience from Statistic community shows similar issues
- Keep the tool simple
- Leverage linkage with BD landscape map (use cases) related to solutions

**Status (M34):**

- Service based onboarding of new project
- Help/Webinar (see [https://www.youtube.com/watch?v=sodTGE7RtiU](https://www.youtube.com/watch?v=sodTGE7RtiU))
- Meeting with the commission(all POs from the unit) was planed in September 2019 but still on hold

**Recommendation:** Monitoring report and impact measurement
D1.8: Advisory Board Report

- KPIs mainly on multiplication factor related to commercialization, what about direct impact?
- How to measure cross Sector impact?

**Status (M34):**
- The Monitoring Report is driven by the Commission

**Recommendation:** Big Data Landscape enhancement [https://landscape.big-data-value.eu/](https://landscape.big-data-value.eu/)
- Potential linkage with similar activity by EFFRA show potential interest
- UX is key (filter/search/clear)
- User journey/persona/use cases to be taken into account
  - Example: look for local partners, look for potential expansion area, search for investment ...
- Link with marketplace / education hub
- Business model for landscape to be defined
- Access / API / External contributors ....
- Integrate other data sources
- Easy way to register your resources

**Status (M34):**
- Improved version of the tool
- Layers containing players, “enablers” and pilots in the program
- Data gathering (ongoing work)

**Recommendation:** Better promotion and follow-up of events
- Gather feeback early
- Amplify with tweets after the event with highlights/follow-up ...(long term)
- KPIs per event (eg. number of contacts, follow-up ....)
- Can you provide the figures ? do we have audience measures ?

**Status (M34):**
- Statistics from registration and promotion video for next event
- BDV PPP Summit report on marketing actions

**Recommendation:** Better promotion of webinars
- Several years of experience from Ultan (ETSI)
  - Live is only 10-20% of final audience with proper advertisement
- Advertisement of recorded event (for a period 3 months) recurrent
- Cross Advertisement for other webinars within webinar
- Do we have audience measures ?
- How to reach other audience (eg. Mooc, industry, university curriculum) [pending]

**Status (M34):**
D1.8: Advisory Board Report

- **Channel concept**
  - [https://www.youtube.com/channel/UC5XVReZ5BY4pcsWJY0nJGvw](https://www.youtube.com/channel/UC5XVReZ5BY4pcsWJY0nJGvw)
- **Do we have audience measures?**
  - 500 attendees + 300 views (13 webinars)
- **Interest from Lea to use channel to promote US-EU collaboration (with Arne/Andreas)** - Webinar planned in 2020Q1 following a Databio webinar in November, 21st 2019

**Recommendation:** Education and skills activity

- Focus on reconversion / ReSKilling seems appealing
- Include professional / distance learning training
- Training of Civil servants (potentially badges)

**Status (M34):**

- New ‘label’ concept for non academic training
- IFIP summer school on privacy-preserving technologies. In this summer school, E-SIDES and BDVe hosted a joint panel with all keynote speakers from the privacy engineering-based summer school on trends and challenges for safe and secure data analytics. We provided a talk before the panel, as input, on the BDVA position paper on privacy-preserving technologies
The annual meeting of BDVe Advisory Board was held on October 17th 2019 (9:00 – 13:00), the goal of this meeting was to present the activity done during the first two years of the BDVe project including also feedbacks from the first project review that was held on September 14th. The agenda was following the logical structure of the project:

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3. 2018 Recommendations
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   Identify Critical Skills, Encourage Education, and Promote Centers of Excellence
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   Establish a Recognized Brand for Communicating and Disseminating PPP Results
9. Wrap-up

5.1.1 Participants:

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<th>Median Technology</th>
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<td>BDVe Steering Committee</td>
<td>Siemens</td>
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<tr>
<td>Dr</td>
<td>Sonja Zillner</td>
<td>WP2 Presentation (remote)</td>
<td>Siemens</td>
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## 5.1.2 Excused:

<table>
<thead>
<tr>
<th>Role</th>
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<tbody>
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<td>Head of Adaptive Systems and Future Internet Applications</td>
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<td></td>
<td></td>
<td>Oxford Internet Institute</td>
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5.1.3 Introduction and WP1
Laure Le Bars, Nuria de Lama, Jean-Christophe Pazzaglia

Right after the last advisory board we get 6 sessions to run during ICT2018 in Vienna while BDVA and the European Technology Platform for High Performance Computing (ETP4HPC) signed a Memorandum of Understanding and early discussion around AI BDVe published a report with the finding of the sessions “ICT2018 VIENNA NETWORKING SESSIONS HIGHLIGHTS “ Editors: Jean-Christophe Pazzaglia and Daniel Alonso. PPP were ongoing. 2019 was a challenging year for BDVe as we had to onboard 10 new projects, that bring the total number of projects to 42 for the first semester. Although we took the opportunity of the Activity Group at BDVA – Brussels on February 27th to meet up with new projects to describe how they can leverage BDVe services – this session was later captured in a webinar available online entitled How much do you know about the European Strategy on Big Data?

Figure 8: BDVe 2019: Scaling up to support 42 projects

Building on the success of the first edition in Sofia, we organised the second edition in Riga, to better reflect the program we rebranded it at BDV PPP Summit and benefit from the great support of our usual Latvian partner: Tilde. Activity Groups, Technical and Steering Committees and the BDVA General assembly was on the program but also a close encounter with the Baltic officials (eg. Secretary of state and EU newly elected MP), the Baltic BDV community and music. A US delegation was also present, and a meeting was organised to continue the collaboration initiated under the Picasso initiative.
We took the opportunity of the summit to organize the first award for the BDV PPP Success Story. The idea was to encourage projects to present their work in a concise and appealing manner for a large public. 16 submissions were received. The story nominated for the BDV PPP Best Success Story Award 2019 were:

- Transforming Transport for *How Big Data can transform everyday Mobility and Logistics*
- TrackandKnow for *Sleep Well for Drive Safely*
- Databio for *Digitalizing Forestry by harnessing the power of Big-data*
- Datapitch for *From counting Sperm to predicting Heart Attacks*
- BigMedilytics for *Mapping the societal dimensions of Big Data to facilitate the use of these technologies in the Healthcare Sector*
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Transforming Transport won for *How Big Data can transform everyday Mobility and Logistics* while Databio for *Digitalizing Forestry by harnessing the power of Big-data* was selected as runner up. The prize was awarded by Ms Dace Melbārde - Member of European Parliament and former Minister of Culture of the Republic of Latvia.

Data driven innovation (formerly DemoX) workshops, extension of the skills activity, onboarding on the marketplace, monthly webinars, AI SRIDA position paper and several activities around policy were also on the program and will be highlighted on their respective work packages.

Discussion on potential changes/evolution based on the new commission

5.1.4 Monitoring Report 2018

Ana Garcia

Ana quickly introduced the result of the monitoring report (available at [http://www.bdva.eu/MonitoringReport2018](http://www.bdva.eu/MonitoringReport2018)). Aggregating the results is a delicate and time-consuming exercise, but it is necessary to understand the power of the BDV PPP. As an example, the creation of 7,500 jobs, the training of circa 10,000 persons, almost 400 experimentations, and the organization and participation of more than 300 events reached 630,000 participants. Amongst other the measurement of investments leveraged by the PPP (indirect and indirect leverage) is a key indicator, that was part of the contractual agreement: the leverage factor is currently at 7.8 while we committed to a factor of 4.

Role of BDVA and BDVe project to increase impact of funded projects (1)

- Roadmapping: Development of Strategic Research and innovation Agendas and annual roadmaps.
- Ecosystem development: Projects and members, building bridges to other communities, linking projects to Standards, collaborating with members states, etc.
- Focal point for new comers.
- Producing guidelines for industry and other stakeholders.
- Visibility and promotion of results.
- Impact assessment.
- Organisation of events and workshops for the community.
- Clustering of events
As indicated in the Annual Monitoring Report of the BDV PPP 2018 (Annex 4) projects have indicated value in being part of the partnership this way:

- PPP facilitating collaboration and exchanges in between projects:
  - Complementary functionalities (e.g. SIPO and QROWD) and re-use of projects outcomes (functionality, solutions or ontologies)
  - Data sharing (discussions going on in between projects working in same sector)
  - Specific know-how sharing
- PPP as a channel for dissemination and communication activities, and coordination in communication activities.
- PPP provides new opportunities created for Start-ups being part of a bigger ecosystem. It is also an exploitation channel for some projects.
- PPP offers a common framework and vocabulary (e.g. reference model) helps to develop an effective ecosystem
- Participation in BDVA meetings helps to outreach other stakeholders.

**Recommendation:** The impact on SME may not be tangible enough: will it possible to better understand the success of SMEs in the program, and ROI?

It has to be highlighted that a dedicated collateral (SME Book year) was produces by BDVe.

The slide dedicated to the typology of innovations was discussed, the quadrants radical/incremental/architectural/disruptive is interesting albeit it reflects only partially the potential market value. Further details are available in the report.

**5.1.5 WP 2: IMPACT**

*Sonja Zillner*

Sonja provided some insights on the highlights of this past 18 months, as recommended by the BDVe reviewers and advisors, the “Policy for data” area was the focal point for the TNO activity with a session at ICT, a Panel in the Summit and a collection of webinars. The Data Driven Innovation methodology was experimented on different workshops and a booklet was produced to facilitate the usage of the methodology and the moderation of workshops. Different publication on the SRIDA for the AI PPP was driven. The webinars series had 13 webinars since it was launched (~ 1 per month) and 500 live participants for 800 views [https://www.big-data-value.eu/resources/webinar/](https://www.big-data-value.eu/resources/webinar/).
Still several difficulties are lowering potential impact such as

- Timing and engagement: How to engage the (very busy) people in the community?
- Population of the marketplace: How to get more innovations in good quality into our marketplace
- Engagement of intermediaries: How to engage more and new intermediaries in efficient manner?
- Roll-out of Data-driven Innovation Framework: How to scale the training and coaching?

**Recommendation:** for Webinars – Experiences from advisors show that on Monday or Friday, around lunch time may be more efficient, you may end reminders several times to maximize attendance; there is not magic recipe; people are busy and it is important to contact individuals (one-to-one communication when you know who is the person in charge of something)

**Recommendation:** You may want to address other constituencies like younger people; research track or webinar dedicated to PhD students/Postdoc?

**Recommendation:** More focus should be done with success stories; you should tell people the way they can apply BD/Al in concrete environments with understandable impact/ROI. It is particularly true for Public Sector that sit on a large set of data
5.1.6 WP 3: ECOSYSTEM

Nuria de Lama

Nuria summed up the highlight of the years, the infrastructure put in place for the webinars, the marketplace but also the BD landscape are operational. The work toward communities (technological and sectorial) is leveraging both BDVA and BDV PPP (lighthouse) projects, and this is reflected in the engagement of these communities in BDV PPP events but also the invites in the different events. Finally, the management of the project portfolio with an early onboarding meeting and its associated webinars, two steering committees during the Summit and EBDVF, and a technical committee in Brussels took place, on all occasions interesting exchanges and collaboration opportunities emerged between the participants.

Highlights of the year

- [https://landscape.big-data-value.eu/](https://landscape.big-data-value.eu/)
  - Improved version of the tool
  - Layers containing players, “enablers” and pilots in the program
  - Data gathering (work in progress)
- PPP webinar series (with WP2)
- Marketplace (“container”)
- Collaboration with other communities
  - Focus mainly on technology but also sectorial
- Management of the PPP portfolio
  - Successful SC (Feb 2019, June 2019) and TC (Oct 2019)

Still while a framework of tools is available, it is difficult to engage the community to populate them. While we provided guidance’s and market them at numerous occasions (eg. meeting, webinars, personalized support organized for this purpose), we are still not at out the degree of awareness that we would like to achieve. Too often, the information remains at level of coordinators and direct representative in BDVA; to the questions remain:

- How to promote active engagement of –critical mass- of -supply and demand?
- While we addressed many sectors, countries, pilots, attendees to webinars... how to replicate and Scale-up?
- How to engage new Projects on data platforms?
- How do we ensure sustainability end continuation strategy?
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**Recommendation:** to boost participation you may want to incentive for contribution (eg access to other information / discount to events) or penalties if you do not put your info you do not get access to that of others. It may be wise to reward individuals for effective contributors to engage younger and more active researchers.

**Recommendation:** for geospatial sector - Lea is in contact with Sanjay Kumar¹ (CEO of Geospatial Media and Communications and Secretary General of World Geospatial Industry Council)

**Recommendation:** it will be nice to include also additional/complementary initiatives in the landscape such as CEF Big Data Test Infrastructure

[https://ec.europa.eu/cefdigital/wiki/display/CEFDIGITAL/Big+Data+Test+Infrastructure](https://ec.europa.eu/cefdigital/wiki/display/CEFDIGITAL/Big+Data+Test+Infrastructure)

**Recommendation:** Session (webinar and/or meeting) may be organised between i-Spaces and big data hubs to exchange best practices with US hubs

5.1.7 WP 4: SKILLS

*Niki Pavlopoulos on behalf of Ed Curry*

Niki highlighted the work performed in the WP4, the continuation of the work with Gate, the inclusion of PhD and Professional education in the education hub. The recent agreement of 2 university to deliver BDV PPP badges end the availability of the internship portals. Finally the partnership with the DataSci award (2 members of the jury) [https://www.datasciawards.com/#/](https://www.datasciawards.com/#/) that enable to reach another part of the big data community.

With respect to the Center of excellences, we want to make more effort to make our guide easier to consume and to reach out other candidates inside but also outside Europe (eg. Africa). The cooperation has a very strong focus on proposal development like in ICT-26 (2018), ICT-48 (2019), for Big Data Digital Innovation Hub The Rollout of Academic Level DS Analytics Badge suffer from a lack of interest in the program (universities & industry), we also wonder how to be sustainable without a core number of programs. Using the same scheme for non-formal learning is difficult due to the very (!!) heterogeneous category of training, the effort required to review applications and the potential danger of endorsing programs of low quality. In this respect we are working on a new concept describing the curriculum but without formal endorsement.

Despite a regain of interest confirmed by a poll during the TC in Riga, the Mobility/Internship Portal need to be filled with open internship positions by PPP partners and BDVA members. Moreover, PPP project coordinators should make aware the consortium about the initiative.

**Recommendation:** Contact DG Employment to get support for the badges program. You may also want to be present in fair/events focusing on recruitment / human resource.

**Recommendation:** You may envisage to work more with the hubs/CoE in other parts of Europe, mainly Balkan countries.

**Recommendation:** You may suggest the EC to promote an ITN in data analytics to support the mobility program
Victoria described the activities that included the production of different flyers, the production of banners to use on social network, the visual identity of booths (eg. Summit, ICT) the production/collection of news about the BDV PPP program, the animation of the Twitter and LinkedIn communities and obviously the support to the organisation of the 2 main events BDV PPP Summit in Riga (250+ attendees) and EBDVF (500+ attendees). The outreach of the newsletter and social communities enables to contact more than 3000 individuals and it is a major asset for the BDV PPP community.

The main difficulties are due to the size of the network to mobilize (eg. Slow processes, long interaction to collect input form the majority) and while some projects are clearly great citizen of the BDV PPP others are not active at all.

**Recommendation:** Encourage the unit to ask projects ‘dissemination partners to leverage BDV PPP tools and communication channel especially early in the project. Reproduce the onboarding session for new projects as soon as possible.

**Recommendation:** Your network presence is interesting, but you may focus on enlarge it to from outsiders – this can be done during event by providing to keynote and panellist – ready to use tweets the day before and around the session; at an individual level by asking explicitly to your interested and interesting (!) friends to relay on special occasion. Another avenue may be to do analytics to check who are major influencer or use software to create stories from collection of tweets.

**Recommendation:** Allow people to participate through social networks in the events; they can make questions and increase traffic and influence. Similarly, you can ask speakers/keynotes about the message they want you to tweet during their session.
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**Recommendation:** the dichotomy BDVA, BDV PPP sites is somehow hampering your communication and may have an impact on the % of returning visitors. You may envisage to better align / merge the sites.

**Recommendation:** LinkedIn and Twitter are typically efficient to target seasoned professionals in western countries, while other social networks are stronger for different targets (ex. Facebook for eastern countries or Instagram for young people). You may want to evaluate other channels to address some of your gaps.
References


[2] The Role of Advisory Boards – Odgers Berndston -