D5.4: Periodic Report on Communication and Dissemination (M18)

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## Definitions, Acronyms and Abbreviations

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<td>Big Data Value</td>
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<td>BDVA</td>
<td>Big Data Value Association</td>
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<td>BDVe</td>
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<td>C &amp; D</td>
<td>Communication and Dissemination</td>
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<td>CSA</td>
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<td>EBDVF</td>
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<td>EC</td>
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<td>PPP</td>
<td>Public Private Partnership</td>
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<td>SME</td>
<td>Small and Medium Enterprise</td>
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<td>WP</td>
<td>Work Package</td>
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**Table 1: Definitions, Acronyms and Abbreviations**
Executive Summary

BDVe is the CSA supporting the entire BDV PPP, and, among its tasks, the project has the mandate to harmonize and execute the Communication and Dissemination strategy at Programme level.

To do this, fully aligned with this strategy and defined in D5.1 of this project, BDVe has set up a powerful website capable of satisfying all the needs of the PPP as a whole, but also to showcase specific results and to report news coming from present and future PPP projects.

Along with the website, intended as the heart of the communication strategy, BDVe has agreed to co-manage with the BDVA both the Twitter channel and the BDV Newsletter, finding and exploiting the synergies between the two organisations, and multiplying the reach and impact of these communications in benefit of the target audience and the entire ecosystem.

Last but not least, a consistent strategy to be present at events has started to operate and will increment in the following years serving the needs of the projects as they reach meaningful results, produce solutions and platforms and populate the BDV PPP marketplace. The European Big Data Value Forum will be the flagship event around Big Data in Europe in the following years, effectively combining the power of both the private (BDVA) and the public (EC) sides of the PPP.

This report covers all these activities and its results over the period January 2017 to June 2018.
Introduction

1.1 Objective of this document

This document covers the description of the different actions and activities undertaken to fulfil the Communication and Dissemination objectives contained in WP5 of the BDVe project. In Section 2 we describe the BDV PPP website with its different components and assets. This is followed by the usage of the Twitter Channel in Section 3 and the redesign and launch of the BDV Newsletter in Section 4. Those two communication channels are operated in collaboration with the BDVA. Section 5 is devoted to events, with emphasis on the events organised by BDVe on behalf of the PPP. The document ends with concluding remarks and guidelines for future work.

1.2 Relationship with other deliverables

This document is part of the deliverables of WP5 for the period M1-M18 of the BDVe project. As such, it is completely aligned with D5.2 which covers the revision of the Communication and Dissemination Strategy after 18 months of operation. The different materials developed to support the actions covered in this document can be found in D5.8, while the measured results are explicitly gathered and discussed in D5.11.
2 The BDV PPP Website

2.1 Global concept and objective

The BDVe is a Collaborative Support Action (CSA) for the whole Big Data Public Private Partnership (BDV PPP), a large European R&D program launched in 2017. It will run for four years covering technical research and innovation projects, vertical integration solutions, large scale pilots, and other activities to boost the Big Data Economy in Europe.

In such a complex environment, it is desired a unique place to act as a PPP showcase, where:

- News, Events and other notifications around the PPP could be shared and referenced by other communication channels.
- General information about the PPP is given, including the list of projects belonging to the PPP.
- Global tools serving the whole PPP developed by BDVe are made available, such as the PPP Marketplace, the PPP Landscape and the Educational Hub, among others.
- A repository of documentation is offered to all PPP members to place their relevant outcomes, publications and the like.

This environment is the PPP Website and portal, accessible at www.big-data-value.eu. The domain name is owned by the BDVA, which guarantees sustainability beyond the project end. It is operated mainly by OG1 as the project lead on PPP marketing activities.

An initial proposal for merging the BDVA (www.bdva.eu) and PPP websites was abandoned to avoid conflicts; not all companies belonging to the Association are part of the projects represented in the PPP website and not all the companies participating in PPP projects are BDVA members. For this reason it was decided that the PPP website remains independent from that of the BDVA, even if both sites are closely linked.

The first release of the website, in M5, was based on a WordPress theme called Kaufman (https://demo.themefuse.com/?theme=kauffman). This approach was taken to guarantee a short time to market. It includes technical and update support for the backbone of the site. WordPress is a well-known CMS that can easily be operated by different individuals or contractors from the partners inside the BDVe. The current edition is managed by OgilvyOne and the BDVA.

As the BDV PPP program progressed new needs were envisaged that would be better served by a more advanced and feature rich web architecture. The growing need was evidenced by:
- The Number of projects which went up to 30+ in January 2018.
- The demand for several tools to be incorporated: Marketplace, Landscape, and Educational Hub.
- Multiplication of news and events and the support for the featured content in the Newsletter editions.

For that reason during the months of April and May 2018 a full redesign of the website was done, selecting a different professional theme based on the WordPress architecture, called DIVI (https://www.elegantthemes.com/gallery/divi/). This solution offered a straightforward migration of contents, continuity on the support given by WordPress and also full compatibility in terms of CMS operation. For the new framework the contents were re-organized, a complete UX study was performed, and responsiveness on different devices (Smartphone, Tablet, Laptop, and Desktop) was addressed.

This second release of the website entered production by mid May 2018. It is the current running version upon covered in this report.

The following subsections cover in detail the different areas of the site, its structure and contents.

### 2.2 The BDV PPP Website Homepage

The website homepage is accessible at the main URL of the site: www.big-data-value.eu.

As the entry point of the portal, it features the different sections and resources covered by the site. It has been designed following the latest UX guidelines and architectural trends, as follows:

- A top-bar menu, with access to the different Social Networks (Twitter, LinkedIn, YouTube), the Newsletter section and the Contact details.
- The main menu, with the site search facility and with the following sections:
  - About us
  - Projects
  - News
  - Events
  - Ecosystem
  - Resources
- A lead graphic rolling slider to place creative banners featuring the most interesting news or resources related to the PPP. At the time of writing this report it features a list of the projects, the BDVA, the Education Hub and the Save the Date announcement for the EBDVF 2018 event that will take place in Vienna in November 2018.

Scrolling down the page we have the following building blocks:
- The global description of the PPP, with a link to the About Us section.
- The latest featured news, with direct access from the home page. As an example, the current news on the home page comes from three different PPP projects (DataPitch, BigDataStack, EW-Shopp) showing our role to serve as a common resource.
- The upcoming events, now directly accessible from the homepage
- The page footer, which includes the site map, a replicated access to Social Channels and the legal disclaimer.

All dynamic content is directly editable by authorized editors (currently ITI on behalf of the BDVA and OG1). Lead graphic banners are developed by OG1 as part of the marketing services offered. Finally, News and Events are incorporated automatically on the homepage via dedicated programming pods developed by OG1 to ease the operation of the website and to guarantee that the content will always be updated. On the next page a snapshot of the website is shown.
Figure 1: The BDV PPP Website Homepage
2.3 The “About us” Section

This section is accessible via the main menu (visible throughout the website) and the commented first block of the homepage. The direct link to this section is: [http://www.big-data-value.eu/about-us/](http://www.big-data-value.eu/about-us/)

The section has four main areas:

- Lead graphic and general information via the message “Meet Us”.
- A large infographic developed to show how the different BDV entities are related to each other, including its governing bodies and workgroups.

![BDV PPP Infographic](http://www.big-data-value.eu/about-us/assets/infographic.png)

**Figure 2: BDV PPP Infographic**

- Links to the three key assets developed by the BDVe project (Marketplace, Landscape, and Educational Hub) and also to the BDVA website.
- Finally, a direct link to download the PPP brochure.

2.4 The “Projects” Section

One of the main objectives of the website, aligned with the overall C&D strategy, is to provide the projects with enhanced visibility.

The projects section, directly accessible at [http://www.big-data-value.eu/our_projects/](http://www.big-data-value.eu/our_projects/) provides a complete list of all with a direct link to the
respective websites. The structure of the H2020 calls related to the PPP implies the yearly increase on the number of projects running, which is currently 32.

This was one of the reasons behind the redesign of the website explained in section 2.1 of this document. The new architecture is based on a project database with a programming pod which let us to introduce the basic information of each project to be displayed in a uniform way. Moreover, when displaying the list of projects, the CMS uses a random approach to ensure all projects have the same opportunities to appear on the front page, avoiding static listings such as chronological or alphabetical.

In Figure 3, the tile of each project can be shown: Name, Logo, Short Description and link to its website:

![Figure 3: Three Project Tiles at "Projects" Section of the website](image)

Finally, a new filtering tool is being added to this section based on project categories. The objective is to help users find a specific project or group of projects avoiding the need to navigate through the entire list. This feature is expected to enter production shortly after the release of this report.

2.5 The “News” Section

A total of 90 articles are included in this section as of e/o June 2018. Globally, it serves as a container for pieces of content coming from different sources to make
them accessible via other channels (such as Social Media, Newsletters, etc.). They are accessible at www.big-daa-value.eu/news.

The structure of the section includes the lead graphic and a headline (currently the announcement of the 2nd Open Call of DataPitch project), followed by a filtering structure based on 8 different categories, helping the users to find the information they look for.

After that, in a scheme similar to that explained for projects, a paged catalogue of the different entries is presented, with a link in each entry for further information. For obvious reasons, the order in this section is chronological.

![Figure 4: Lead graphic, headline and filter at the News section of the website.](image)

Going inside a given entry, full information is provided and links to external resources are included. At the end of the content two more features are included for each of the entries:

- A “share the knowledge” section, with facilities to the user for sharing the content in his/her own networks (Facebook, Twitter, Linkedin).
- An interface to go directly to the next/previous entry in the full news catalogue.
2.6 The “Events” Section.

Similar to the News Section, this part of the site provides updated information on relevant events on Big Data technologies. The section has a sub-menu with specific sections for the events organised by BDVe on behalf of the PPP. Those are covered in Section 5 of this document. The section is directly accessible at: www.big-data-value.eu/events.

As explained before, OG1 developed a programmed pod which serves as an interface for entering information about new events and uploading them in a structured and homogenous way.

The information is organized in a rolling monthly calendar, showing the upcoming events with selection buttons to navigate forward and backward between months. This is shown in Figure 6:
When clicking in a specific event, full information is given, including a description, logistic details, maps, calendar bookmarks and a link to the event’s website when available. An example is shown in Figure 7.

In the Media Partners section we will be gathering information on all media partnerships agreed by the BDV PPP with other organisations and entities. Media partnership is a non-cost co-marketing technique based on mutual dissemination and communication agreements between the parties involved. Representing the PPP, BDV started to test this approach in the IoT Week event held in Bilbao in June 2018 as can be shown in the website.

The other two sub-sections cover the events organized directly by this project. The Meet-up event in Sofia is described at [http://www.big-data-value.eu/big-data-value-meet-up-sofia/](http://www.big-data-value.eu/big-data-value-meet-up-sofia/), while the EBDVF link redirects to the event own website. As explained, both of them are fully covered in Section 5 of this document.
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Figure 7: Detail on a specific event at PPP website
2.7 The “Ecosystem” section

The sections covered so far cover useful content and information on the BDV PPP activities and also around Big Data in general. In that respect the Section on Ecosystem could be considered as the “product” part of the site, as it references a collection of assets developed by BDVe as a service to all PPP members, being the outcome of the different working packages of the project and, in some cases, built in collaboration with BDVA initiatives. These assets are summarized in the main page of the section, accessible at [www.big-data-value.eu/ecosystem](http://www.big-data-value.eu/ecosystem).

![Ecosystem Assets](image)

*Figure 8: Ecosystem Assets description at PPP website.*
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All these resources are accessible directly via the drop-down menu from the menu bar or by the link “Read More” in the main page of the section. A short description each of them is included below.

2.7.1 The i-Spaces

These are Trusted Data Incubators, selected and certified by the BDVA. The structure of the sub-section includes:

- A general information page, with a definition of the i-Space concept and links to the other pages in the sub-section. http://www.big-data-value.eu/i-spaces/

- A page with all details on the labelling process performed by BDVA, including the criteria for evaluation, how to apply, the timeline of the process and the different categories. http://www.big-data-value.eu/i-spaces/labelling-process/

- A page with a shortlist of the labelled i-Spaces (the first batch of them were announced and awarded during the EBDVF 2017 in Versailles). http://www.big-data-value.eu/i-spaces/labelled-ispaces/

- By clicking on the corresponding link in the labelled i-spaces page, a detailed description with contact information is given on each of the spaces.

This information will be regularly updated as outcomes from the selection process are available from BDVA.

2.7.2 SMEs

The identification and engagement of SMEs within the Big Data Value landscape is one of the tasks of WP2 and WP3 of this project. In collaboration with BDVA an initial catalogue of SMEs has been developed.

Initially built as a printed brochure, OG1 has developed a digital brochure, downloadable at http://www.big-data-value.eu/smes/, and, along with that, an online catalogue featuring all SMEs included in the brochure.

Similar to the news section SMEs are shown as tiles at the main page of the section, with a link to their respective websites for each of them.

2.7.3 Education Hub

As a key objective of WP4 of this project, the Education Hub responds to the need of creating a catalogue of the different master programmes in Europe to serve the academic community around Big Data.
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OG1 programmed an ad-hoc interface to be included in the website that was populated by the database gathered by WP4, which is continuously updated with new upcoming master programmes. The initial page of the hub is quite simple and is based on a filtering selection based on two basic fields: University or Country.

From this point the actual hub is reached where a list with the different courses matching the filters are shown as tiles, along with a selection bar that let the user refine or change his/her selection. By removing the filters, it can be shown that 171 different courses are featured (at the time of writing this report).

![Courses selection for Germany (example)]
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The selection gives information about the organising entity, the complete name of the course, the duration, language and whether it has a fee or not. By clicking on the “Read More” button the user goes into a dedicated page for each course, with more information on the course contents, a map and a link to the organizers’ website.

The technical maintenance of this tool is done by OG1, while the management and updating of the data on the different courses is performed by UDE.

2.7.4 Landscape and Marketplace

As two of the main tasks of WP3 of BDVe project, the Landscape and the Marketplace will be soon integrated in the website as an accessible resource for the entire Big Data Ecosystem. Please refer to the corresponding WP3 deliverables for detailed information on both assets.

2.7.4.1 The Big Data Value Landscape

The Landscape aims to create a comprehensive directory of the companies, entities and initiatives around Big Data in Europe. Based on previous experiences it will be based on a map where all actors, enablers and programmes are geo-represented, with different filtering capacities. Out of this database, a detail section is available for each of the entries, connecting with their respective websites. Any actor could apply to be part of this landscape by introducing its data via the provided interface. This data will be evaluated by BDVe and, if correct, published automatically in the map.

The map is, as of e/o June 2018, in the last stages of development and will be shortly available at [http://landscape.big-data-value.eu](http://landscape.big-data-value.eu). It is being developed by Martel Consulting GmbH under the control of the BDVe project. Martel was selected as the best value-for-money option among the available sources.

This initiative was presented with a functional pre-release version at the Meet-Up PPP event in Sofia in May 2018 and was very well perceived by our PPP colleagues.
2.7.4.2 The Big Data Value Marketplace

The BDV PPP Marketplace has been designed and programmed by the different partners of WP3, with EIT and ATOS as main contributors. We are currently involved in the last stages to integrate the Drupal-based instance into the website and the resource will be shortly available at http://marketplace.big-data-value.eu

The marketplace covers a catalogue of solutions coming from the different BDV members categorized by different parameters such as the type of solution, its readiness level based on its TRL level, its reference category, its vertical market and the profile of the company owning the solution (BDVA member, PPP project, SME, Incubator).

Figure 11 shows the functional page of the search engine. Please note data is still fake in some cases and used only for testing and validating purposes.
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2.7.5 The Mobility Programme

The Mobility Programme, led by WP4 of the project, aims to provide information and resources for the interchange of professionals among the different actors involved in Big Data initiatives in Europe, supported by different employment initiatives and platforms already in place. These have been gathered in the Mobility Programme Page of the PPP website. http://www.big-data-value.eu/mobility-program/.
At the time of submitting this document, we are working on the development of a site dedicated section for internship positions for Big Data professionals around Europe. Different aspects of the initiative, providing links with direct access to the external repository for different assets and documents valuable for the entire community. By clicking each of the boxes a dedicated page is displayed explaining in detail the http://www.big-data-value.eu/resources/feature will tackle both the demand and supply sides and will be open to any company or individual to publish its vacancies and needs (companies) or profiles (individuals). This is expected to be ready by the end of July 2018.

2.8 The “Resources” section

The last section on the main menu is called Resources and can be reached at http://www.big-data-value.eu/resources/. The main objective is to serve as content repository for different assets and documents valuable for the entire community. The repository is organized in four different areas:

- Marketing Materials: It includes the different versions of the BDV PPP logos, the style guide to use the PPP corporate identity and global materials such as the PPP brochure.
- White Papers: Currently empty, it will be populated with technical documents coming from the different sources and projects around the PPP.
- Reports: Now in the population phase, it will gather reports on the outcomes of the different projects.
- Newsletters: A repository of the BDV Newsletter operated in collaboration with BDVA (please refer to Section 4 of this document for further details.

Figure 13: Marketing Tools page at the Resources section of the PPP website.

3 Twitter Profile Operation

By the time BDVe started its operations, back in January 2017, BDVA was already operating Social Network profiles in Twitter and Linkedin on behalf of its members providing news and content around the Big Data Value world. Therefore, it did not seem smart to open new profiles for the PPP from scratch, which will compete with those of BDVA seeking for the same target groups and, in many cases, sharing the same information.

As a result, it was decided and agreed between BDVe, on behalf of the PPP, and BDVA that the operation of the Twitter profile, @BDVA_PPP, will be shared. For the
PPP we would take advantage of an already existing critical mass of followers and the content coming from BDVA, and for the BDVA they would take advantage of the content coming from the different project incorporated to the PPP. For LinkedIn it also was decided to maintain the BDVA profile – as LinkedIn is a professional network and the BDVA is a legal entity (while the PPP is not). The result of this decision is clearly positive. Despite a low level of activity (as reported in D5.11) in terms of posting pace, the evolution of the community and its engagement with the content is really encouraging.

In terms of type of contents, there are three main categories featured in our posts:
- Promotion and live coverage of key events (EBDV, Meet-Up).
- Information on-the-fly from the different PPP projects (retweeting their respective profiles).
- The Project of the Week campaign (see sub section 3.1)

As there is a clear space to grow, we strongly recommend developing and executing a common conversation calendar between BDVA and the PPP, covering other aspects and strategies, proven to be successful in our experience with other accounts. Examples of that are:
- Combine own content with general Big Data information, including the usage of general hashtags to enhance reach.
- Implement follow-back strategies by engaging with key stakeholders and influencers that could act as amplifiers of our activity.
- Replicate the Project of the Week campaign with other similar initiatives.

Please refer to D3.11 for a full report on Twitter operation and recommendations for further work.

**3.1 Project of the Week campaign**

As announced in the Steering Committee meeting held in Brussels in February 2018, BDVe launched the “Project of the Week” campaign in May 2018, based on the materials received from the different projects.

The general idea is to present each project in a series of consecutive postings covering the following areas:

1. The Project (short statement introducing the project / project abstract)
2. Business Sector(s) and type of activity regarding Big Data (Use, Promotion, Data Science...)
3. Main (expected) outcomes: (i.e: Technical Use Case, Business Use Case, Contribution to standards, Social Impact...)
4. The team & partners

Besides, every Friday it will be published a Blogpost consisting on the brief information shared from Monday to Thursday plus any additional information that the project considers important to add.
For the time being, 3 projects have been featured within the reporting period, corresponding to those that answered effectively to the call for materials from BDVe. This call will be repeated after the summer break, and based on the great feedback received for the campaign, we expect a much more proactive answer from the rest of the projects. The first three projects covered have been:

- Transforming Transport
- K-Plex
- Big Data Ocean

For each of the projects a series of banners were developed to support the postings, always related to its sector(s) of activity and with a homogenous design to improve the flavour of a coordinated PPP action.

The corresponding blogposts can be found at the News section of the website in the following links:

http://www.big-data-value.eu/project-of-the-week-kplex/
4 The BDV Newsletter

Newsletters are a common dissemination vehicle used by companies to inform subscribers about recent and/or important developments and outcomes of the brand and attract attention on the upcoming events, milestones and opportunities. As in the case of the Social Networks BDVA was successfully running their own Newsletter for a while, so a decision on the way to go for spreading news and announcements on the BDV PPP needed to be taken, with the agreement of the BDVA.

During the BDVe 2nd Project Meeting at Galway (IE) the following options were explored:

- Create a separate Newsletter for the BDV PPP and look for new subscribers.
- Create a PPP internal Newsletter, leaving the BDVA one as it was.
- Reach an agreement with BDVA to share the Newsletter, redesign it and include content and news from the PPP along with the BDVA one.

It was decided that the 3rd option was the preferred one. It guarantees a critical mass of subscribers already qualified as Big Data Value fans and it builds on the consistency of the PPP by leveraging existing assets of BDVA.

Finally it was agreed with the BDVA that the Newsletter would be shared in two phases:

- Starting with the inclusion of PPP contents from September 2017 onwards.
- Re-design the Newsletter taking advantage of OG1 design services, accommodating the needs of an increased number of content items, new content typologies, etc. This was delayed to be done after the EBDVF event due to workloads and priorities.
- Issuing the new format by beginning of 2018.

As of today, three editions of the (new format) Newsletter have been issued and all processes are running smoothly to gather, approve and curate the content. These processes are covered in Section 4.1, with Section 4.2 explaining the actual format of the piece.

4.1 Newsletter content – The process

The editorial processes for creating an issue of the BDV Newsletter have been defined and implemented by ITI (on behalf of BDVA) and OG1 (on behalf of BDVe) and needs the collaboration of all other stakeholders (PPP projects and BDVA members) to be contributors to the Newsletter.

A standard procedure is set to produce each Newsletter as follows:

- Call for contents to the different contributors (led by ITI).
- Gathering of contents (ITI).
- Curation of content and headlines definition (OG1).
- Incorporation of PPP general news, upcoming events, etc. (ITI, OG1).
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- Final content approval (BDVA, BDVe).
- Placement of content at the BDVA and BDV PPP websites, definition of hyperlinks to be used in the Newsletter.
- Programming of the html file and responsiveness testing (OG1).
- Delivery of the Newsletter (BDVA).

The process is outlined in the next figure. It takes around three weeks to complete, so it is normally launched around the 10th day of each month, with the aim to deliver by the end of the month.

![Figure 15: BDV Newsletter process timeline.](image)

### 4.2 Newsletter design

In order to accommodate the inclusion of content provided by new contributors (the PPP projects), a redesign of the Newsletter was performed by OG1 in December 2017 based on the following requirements:

- Maintain the building blocks and spirit of the BDVA Newsletter, incorporating sections for the PPP while keeping the visibility of the BDVA.
- Define an html template that can be reused in subsequent issues of the Newsletter.
- Incorporate PPP branding.
- Ensure responsiveness for all types of devices (Mobile, Tablet, Desktop).

In Figure 16, it can be seen an example of the current Newsletter.
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Figure 16: BDV Newsletter, June 2018 Issue
The Newsletter features the following building blocks:
- Header and Welcome by the BDVA.
- “In the spotlight”: Selected highlights from the content.
- BDVA section on the Association activities and Community.
- Opportunities: Announcements such as Open Calls for funding, Calls for Papers, etc.
- PPP Section with contributions from the PPP projects.
- A call-for-action to become a BDVA member.
- Upcoming events section (Note EBDVF is highlighted and is kept in all issues).
- Footer with links to Twitter, BDV Website, BDVA Website, Legal disclaimer, credits and opt-out.

Compared to the former BDVA Newsletter these are the main changes:
- Clean design, more visual and using corporate colour palette.
- Reduction of text in the html file to headlines to be able to accommodate as much entries as possible.
- Inclusion of PPP content.
- Enhanced section on Upcoming Events.
- Responsive html design.

The different issues of the new BDV Newsletter can be viewed and downloaded at: [http://www.big-data-value.eu/newsletter/](http://www.big-data-value.eu/newsletter/)
5 Dissemination at Events

Events are the principal vehicle for dissemination of PPP achievements and outcomes by reaching target audiences in relevant fora of the Big Data universe.

BDVe project members attending those events on behalf of the BDV PPP present results, defend the BDV PPP vision and objectives, or they may announce and promote PPP activities in conferences, workshops, round tables and exhibitions around Europe.

The type of events attended can be categorized as follows:

- BDV PPP Events, organized and implemented by BDVe on behalf of the PPP (See Section 5.1)
- 3rd Party Events in which the PPP has invested to have an important presence at (See Section 5.2)
- Other initiatives (such as other PPP or European Programmes) events, in which the PPP had presence based on the collaboration agreements with them.
- EC events, such as the ICT, Proposers’ Days, etc.

The last two categories are reported in D5.11 (Impact). Further information on these is available upon request.

5.1 BDV PPP Owned Events

5.1.1 The European Big Data Value Forum 2017, Versailles (FR)

As committed by BDVe a large annual event is to be organized, sponsored and supported by the project to attract all the BDV PPP Community and stakeholders around Big Data developments, challenges and results.

In April 2017 it was announced to merge two events into a bigger and unified one:

- The European Data Forum, successfully organised until 2016 by the EC.
- The BDVA Summit, successfully organised until 2016 by the BDVA.

Being the PPP a contractual agreement between the EC and the BDVA it makes all sense to unify the event into a unique one. It was agreed by all parties to rename it to EUROPEAN BIG DATA VALUE FORUM (EBDVF).

An organizing committee was set including participation of the EC and BDVA as project owners, with BDVA and Inria (a BDVA member located in France) as co-chairs for the event.

BDVe project was part of the Organizing Committee, attending the regular calls and leading the Communication strategy and implementation, including the development of different marketing materials to be used before and after the event. These materials are described in detail in D5.8, Section 3.1.
Apart from that, as a central asset to the event organisation, the event website was designed and implemented by OG1. This website was the central point for updated information around all aspects of the event: latest agenda changes, speaker’s confirmations, logistics, etc.


The sections on the event website include:

- The Main page, featuring the sponsors, and a short presentation on the event and the location.
- The Program, with CMS capabilities for easy updating. This section includes detailed descriptions for most of the sessions held.
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- The Speakers, also with CMS support for additions and changes. This section includes a detailed bio, photographs and links for each of them, relating them to their respective sessions as well.
- The sponsors categorized in their different levels.
- The exhibitors, for those companies or institutions with a place in the exhibition area.
- The organizing committee, with information on their different roles.
- The venue, with logistic information on travel, accommodation, directions, etc.

BDVe, as part of its mandate to represent the BDV PPP in this event, was present in different flavours as follows:

- Production of the Event Promotional Video, available at: https://www.youtube.com/watch?v=8u-qfPr1EC8
- Diamond Sponsor, with a contribution of 10 K€.
- 12 m2 booth at the exhibition space, where all projects where represented and given the opportunity to disseminate their materials and contents. The stand was manned at any times with presence of BDVe, which provided general information on the PPP for all visitors and arrange meetings with the projects and other stakeholders as appropriate.
- Organization of the BDV PPP Networking Sessions, coordinating all PPP projects into 90 minutes parallel sessions on different topics. These can be seen in detail at: http://2017.european-big-data-value-forum.eu/program/#daytwo
- Live coverage on Twitter of the Event.
- Shooting, curation and production of the Summary Video of the event, available at: https://www.youtube.com/watch?v=kL_Q3KJJZuk

The event gathered 800+ professionals in the three days, being a remarkable success in terms of attendance, networking and engagement. Feedback was overall very positive, with interesting insights to be taken into account for next editions.

A full gallery of photographs is also available from the website home page, and at: https://www.flickr.com/photos/133720881@N08/sets/72157691263002505
5.1.2 The EBDVF 2018 (Vienna, AT)

At the time of submitting this report, preparation for the 2018 edition of the EBDVF event have already started. Following the same approach than in 2017, an Organizing Committee has already been set, with a mix of BDV PPP, BDVA and local supporting organizations and institutions.

The venue of the event will be Vienna, taking advantage of the Austrian Presidency of the European Council in the second semester of 2018. The event will take place between 12-14 November.

BDVe will repeat its involvement by sponsoring the event, and also expects to have participate in the exhibition space. As part of its task, it has started to support communications by duplicating the event website and continuously incorporating the updates on the different event elements that are produced.

The website is already available at www.ebdvf.eu, a short URL which redirects always to the latest edition of the event.

The Austrian presidency has declared this as a “Green Event” and therefore printed materials will be reduced to a minimum, putting all our efforts in designing top quality digital assets that can be used throughout the communication channels and in the on-site facilities during the event.

For this reason, the initial identity for the event has been modified into a more modern and versatile 2-D colourful version that can be easily adapted to many different digital formats. This is the current lead graphic in the main banner of the website as can be shown in the next figure.
Registration is expected to be open on July 16th, 2018. Communication campaign is prepared and will be launched shortly, including an animated video teaser based on the image above.

Stay tuned to the website for further developments on this event.

5.1.3 The BDV PPP Meet-up 2018, Sofia (BG)

Intended as a mixed event for internal networking of the PPP members and dissemination of the BDV PPP value proposition, objectives and early outcomes to the Bulgarian Community, the first edition of the BDV PPP Meet-up was held in Sofia (BG) on 14-16 of May 2018.

The selection of Sofia as the venue has double significance:

- On the one hand to leverage the activities that Bulgaria was organizing under the framework of the European Presidency of the European Council during the first semester of 2018; and
- On the other hand, more importantly, to spread the word about Big Data, extending its reach towards less represented EC countries, specifically, to Eastern Europe Member States.

The first two days were devoted to internal BDV PPP workshops which proved very useful as a network opportunity between PPP members and with the correspondent Taskforces of the BDVA association. A photo gallery of these sessions can be found at: https://www.flickr.com/photos/133720881@N08/albums/with/721576912630025025

The third day was intended as a dissemination event for the Bulgarian Community. The agenda for this day included different keynote speeches and discussion panels and let the interchange of information and challenges between the incipient Bulgarian SME ecosystem around Big Data and the members of the PPP. The full agenda can be visited at: http://www.big-data-value.eu/big-data-value-meet-up-sofia/agenda-2018-16th-may/

The event gathered nearly 200 participants, mixing from PPP members, BDVA companies and the local Bulgarian community. Our aim is to repeat this event in the following years, following the same scheme and criteria.

Last but not least, it is important to point out the support of the EC to this event, proven by the introductory welcome speech by the EC Commissioner, Mariya Gabriel, that can be found in our YouTube channel: https://www.youtube.com/watch?v=vUB9PiqsIQQ
5.2 The IoT Week 2018, Bilbao (ES)

As the first example of participation of the BDV PPP in a coordinated way, the IoT Week 2018 (4-7 June, Bilbao, ES) represented a very good experience that may be repeated over the next periods. Effectively combining the presence in different sessions of the conference program with a dedicated booth in the Exhibition Area, the PPP had a relevant role in a massive event that gathered 200+ sessions and nearly 1000 professionals around topics such as Artificial Intelligence, Robotics, Internet of Things and Big Data.

Several PPP projects were represented, with special presence of the Large Scale Pilots which participated and moderated discussions on Industry 4.0, Smart Transport, etc.

All information about the event can be found at [https://iotweek.org/iot-week-bilbao/](https://iotweek.org/iot-week-bilbao/)

BDVe contributed as sponsor, operated the booth at the exhibition, designed the different materials used (cfr. D5.8) and performed live coverage in Twitter.
6 Conclusions

During the reporting period the main objective was to setup and start operating all communication channels of the BDV PPP and provide the needed support to all PPP members to build a consistent and continuous communication and dissemination at programme level.

The website is at the centre of all activities, acting as an information hub (the always-on booth of the PPP), a repository of documentation and a portal for different resources such as the Marketplace and the Education Hub, among others.

The Twitter channel and the Newsletter, co-owned and operated with BDVA are the main push channels used so far, with good engagement levels and proving the importance of concentrating efforts rather than competing with each other. New content, new contributors and fresh content are leveraging the critical mass of target audiences coming from the BDVA.

Also the EBDVF has succeed in only one year to position itself as a reference event within the Big Data Community in Europe. Our aim is to convert it into the flagship event in the following years in terms of audience, relevance of speakers, topics and networking opportunities.

Finally, the recent Meet-Up event in Sofia achieved its double objective of gathering the PPP and BDVA members into productive networking sessions and workshops on the common topics of interest, and spreading the BDV PPP message to Eastern Europe countries.

Guidelines to follow for the coming period can be summarized as follows:

- Explore how potential synergies between the PPP and BDVA can be maximized, especially concerning the respective websites, avoiding competition, and building on the experience of shared assets and channels.
- Boost the activity on Twitter to enhance its reach and attract new followers to the channel.
- Design and execute a clear plan for the PPP presence at big 3rd Party events with the support of the PPP projects. Define target events and agree this participation with the Large Scale Pilots (as the more commercial oriented, well resources projects).