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## D3.4.2 Final Project Dissemination Report

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## Executive Summary

The dissemination activities of the BIG project are crucial for the BIG consortium to achieve the prime objective of setting up a European industrial forum that brings together vendor and user industry of large data applications and promote big data technology adoption as well as further research. This deliverable serves as the Final Dissemination Report of October 2014 to document the different dissemination activities that were carried out in the two years of the BIG project. It focuses on analysing the impact of the dissemination activities of partners of WP3 and the BIG consortium.

On the one hand, the report focuses on the specific activities executed by WP3 partners as well as a summary of dissemination activities carried out by the whole consortium. On the other hand, it contains an analysis of the impact of dissemination activities conducted during the 2 years including the measurable criteria for success.

Within WP3, a two-phased approach to disseminating the BIG results has been completed according to the dissemination plan.

In the first phase of the project's third work package, dissemination activities and tools were set up. The three consortium partners Institut für Angewandte Informatik e.V. (INFAI), Open Knowledge Foundation Deutschland e.V. (OKFDE) and the University of Innsbruck (UIBK) have worked on the implementation of a dissemination strategy for BIG to promote and support the dissemination of the results of the project and the best practices towards large-scale technology adoption with support of the rest of the partners from the BIG consortium. Phase two consisted of working on regular dissemination activities and also improvements and updates of the dissemination strategy.



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## Abbreviations and acronyms

DoW	Description of Work
WP	Workpackage
TWG	Technical Working Group
SF	Sectorial Forum
EDF	European Data Forum
PPP	Public Private Partnership
SME	Small and Medium Enterprises





## 1. Measureable Criteria for Success

In Deliverable D3.2 “Dissemination Plan”, InfAI, OKF and UIBK discussed the dissemination strategy with the BIG consortium to effectively disseminate BIG results.

The following table shows an overview of the identified and agreed measurable criteria for success of the BIG dissemination activities. The overview comprises clear measures about social media and web-site involvement, interviews and stakeholder involvement.

These activities were measured by different consortium members (BIG dissemination team members) on a regular basis, while the results are collected on by the dissemination team to analyse the progress and the success, or failure, of the dissemination activities to, furthermore, monitor where the team can rework and/or refine activities to ensure success in the future.

The evaluation of the dissemination activities is comprised of three parts: Firstly, success criteria were defined. Secondly, target groups have to be identified and their level of engagement has to be defined and finally key figures to judge upon successful dissemination have been set up.

No	Criteria
C1	Activities and interactions on Social Media <ul style="list-style-type: none"><li>• Twitter followers of @BIGproject</li><li>• Tweets from @BIGproject</li><li>• Facebook (followers)</li><li>• LinkedIn (members/shares)</li></ul>
C2	Activities and interactions on blog and discussion lists <ul style="list-style-type: none"><li>• Members on the BIG mailing lists</li><li>• Number of postings on the BIG mailing list</li><li>• Published blog posts on <a href="http://www.big-project.eu/blog">www.big-project.eu/blog</a></li></ul>
C3	Press and Public Relation <ul style="list-style-type: none"><li>• Number of press releases</li><li>• Number of press clippings</li><li>• Number of figures on BIG Slideshare account: slides, followers</li></ul>
C4	Number of figures on BIG Slideshare account: slides, followers, views, downloads ( <a href="http://www.slideshare.net/BIGproject">http://www.slideshare.net/BIGproject</a> )
C5	Workshops and Events <ul style="list-style-type: none"><li>• Number of talks &amp; presentations at events</li><li>• Number of workshops held</li><li>• Number of participants in these workshops</li></ul>



C6	Academia: Number and sort of publications (technical white paper, short paper, poster) as well as normal publications (books, magazines, etc.)
C7	Numbers of stakeholders engaged by direct contact (in-person, mail, phone)
C8	Registrations & Participants in BIG webinars
C9	Participants/entries in European Big Data Survey, Directory and Map
C10	Expert Interviews
C11	Technology surveys
C12	Website statistics BIG.eu website & weblog <ul style="list-style-type: none"><li>• Page Impressions/ Unique Clients</li><li>• Number of visitors – big-project.eu</li><li>• Number of Page Impressions – big-project.eu</li><li>• Number of visitors – www.big-project.eu/blog</li></ul>

*Table 1: Overview of Dissemination Criteria*



## 2. Overview of Dissemination Activities

Dissemination within the BIG project covers a wide spectrum of activities, including but not restricted to: community extension and management, setting up and maintenance of the collaboration infrastructure, web 2.0 tools and events, targeting both the participation of BIG in major conferences that are well known in the field, as well as the organization of our own events. BIG was (still is) an instrumental piece for the Big Data Value Public Private Partnership (PPP) which has evolved into a major reference in big data. The BIG project organized several events at the international level to aid in the dissemination of the PPP. This section lists and describes the dissemination activities that have been executed by the BIG consortium and especially those partners involved in WP3.

The focus of the first phase was the creation and implementation of a dissemination strategy for the promotion of, support of an increase of awareness to the results of the BIG project. That included the establishment of a dissemination methodology and an identification of a dissemination strategy along which dissemination activities and stakeholder engagement were performed in year one of the project. Regular monthly dissemination telephone conferences were established to discuss and monitor dissemination and stakeholder engagement activities and secure successful promotion of project outcomes. A project website and Web 2.0 dissemination tools like Facebook, Twitter, Slideshare were set up and were used actively. Also, a BIG LinkedIn group was founded to ignite and further the discussion on topics related to big data in the LinkedIn community. During the second year, constant work has been performed on the project website with respect to improvement of its content, usability, appearance and possibilities for people interested in the project to join or subscribe to. For instance, RSS-enabled news have been implemented, a *Join In* button as well as a *Results* -and *Dissemination* section on the main panel have been installed to promote results of the projects and make public documents such as dissemination material like flyers, stickers, available for the public audience.

During both the first and the second phase, the dissemination tools were used for a variety of conference presentations, project results and expert interviews.

Project deliverables were published on the website and also relevant information such as work packages, dates and links to the documents themselves. Information regarding the experts interviews were also published on the web. These interviews included a number of high-level Big Data experts who talked about their past experience and current role in the industry. They described the technologies they use, identified the biggest changes going on in their industry at the moment and made predictions about the future. The resulting slides were uploaded as well on SlideShare. Each interview was also announced on a Blog post and on Twitter.

The attended conferences were summarized in blog posts. Presentations were uploaded to SlideShare and linked or embedded. For example, the BIG project had a booth in the exhibition area of EDF 2014 and also a dedicated workshop where main results of the TWG and SF were presented. Also, BIG participated at the BIG Data Congress, where we presented the general objectives of the project and different activities for engage stakeholders were conducted, ESWC 2014 and the final BIG event co-located with ISC Big Data. Regular dissemination telephone conferences were held for discussions and preparation of activities and email communication. All partners supported these activities. The full list of conference attendance and presentation is given in Section 2.1. These events were used to reach out to stakeholders. Actors for potential stakeholder engagement have been identified and a number of big data experts have been interviewed in exchange sessions with researchers from industry and academia in the field of big data. As a first stakeholder engagement event, BIG has co-organized the European Data Forum (EDF) in April 2013 in Galway, Ireland, the European Data Forum in 2014, Athens as well as the final event in Heidelberg. Further workshops have been organized as described in Section 2.2.



Relevant news items related to the BIG project were posted by partner projects such as PlanetData and PRELIDA. Also there was a regular outreach activity to other FP7 EU projects, especially RETHINKBIG and BYTE during the final event.

The partners organized and participated in the BIG project plenary meeting in Innsbruck (UIBK), Jan. 22-23, 2014, as well as the plenary meeting in Darmstadt in May 2014 by AGT.

For internal dissemination management a dissemination repository was set up in the first phase of the project and has continuously been used to store relevant dissemination documents such as the dissemination guidelines, to administer the monthly dissemination telephone conferences and to organize events BIG members organized or attended. The dissemination repository includes a dissemination calendar which is updated on a regular basis by ATOS and InfAI. The repository also includes all relevant access details for BIG's viral marketing channels like Twitter, Facebook, Slideshare and Google+. Regular dissemination reports were generated to track dissemination activity.

## 2.1. Deliverables

Table 2 shows all deliverables of work package 3.

Deliverable Number	Title	Lead Beneficiary	PM	Dissemination Level
D3.1	Project fact sheet	InfAI	2.5	PU
D3.3	Dissemination Plan	InfAI	15.00	CO
D3.3	Project Web Site	UIBK	20.00	PU
D3.4.1	Annual Project Dissemination Report (M1-M12)	INFAI	15.00	PU
D3.4.2	Final Project Dissemination Report	INFAI	15.00	PU
D3.5.1	First Draft Stakeholder engagement activities (M1-M15)	OKF		CO
D3.5.2	Final Stakeholder engagement activities (M16-M28)	OKF	16.00	CO

*Table 2. Overview of Deliverables*

## 2.2. Dissemination Activities of WP3-Partners

The following Section gives an overview of activities executed in WP 3. The activities are presented per partner according to their assigned tasks.

### 2.2.1 InfAI

During the first 6 months, the members of the dissemination team have worked towards the development and successful implementation of a dissemination strategy and methodology resulting in the submission of the D3.2 dissemination plan and a project fact sheet. After challenges in the first 4 months due to changes in personnel have been resolved, a dissemination team was founded and work continued well.

InfAI has been proactively engaged in dissemination activities. One of the major tasks was the coordination of active use of Web 2.0 dissemination tools such as the official project blog, Google+, Facebook, Twitter, Slideshare and LinkedIn. All members of the BIG project are asked



to contribute to the dissemination of the BIG project. Therefore, dissemination guidelines have been established by the dissemination team to secure effective and coherent dissemination activities. This includes information on form and style of dissemination activities such as tweeting, blogging and distributing information via mailing lists. The guidelines were made available through the dissemination repository and they are appended in the Appendix. Furthermore, InfAI frequently engaged in writing blog posts and using twitter as a means to promote the BIG project, results and big data related topics in the first year of the project.

A tool that has actively been used internally for management of dissemination activities and the coordination and organization of the dissemination team is the dissemination repository which was created in the first four months after the start of the project. It is widely used to store all relevant documents related to dissemination such as the dissemination plan, guidelines and dissemination material. Furthermore, agendas and minutes necessary for our regular telephone conferences are administered within the repository. The repository comprises all access details for BIG's viral marketing channels and a list of contacts per partner, SF and WG who are in charge of dissemination activities. We implemented an event calendar including all deliverables and events members of the project plan to attend or organize. The calendar is updated on a regular basis by the dissemination team and is available at: <http://big.atosresearch.eu/calendar-node-field-del-delivery-date/year/2014>.

Another vital part of work related to WP 3 is the coordination of project partners to engage in WP3 activities. From M5 onwards regular dissemination telephone conferences have been carried out with dissemination representatives of each partner, sectorial forum and working group to discuss current dissemination actions and issues. Furthermore, telephone conferences have been a helpful tool to monitor dissemination activities of all partners and to foster and secure a thorough dissemination of the project. During the regular monthly calls the following topics were discussed:

- Responsibilities for the viral marketing channels, who is responsible for which channel
- Dissemination activities @ big data events such as EDF
- Sponsoring of big data events such as EDF, ESWC, ISC
- Dissemination material, content design
- Organization of workshops (Bratislava, Madrid Workshop, LSWT, EDF, Final Event)
- New ideas, strategies and approaches
- Stakeholder Engagement
- Outreach to other projects
- Website, updates, design, structure, new features

Apart from that, those telephone conferences were also used to monitor dissemination activities and discuss problems that occurred and motivate people to engage more intensely in dissemination activities. In the first phase, eight Telephone conferences have been organized and lead by InfAI. Agendas and minutes were administered via the dissemination repository. In the second phase, we decided to increase the frequency of dissemination telcos to better coordinate dissemination and aid in the preparation of the final event. For each telco InfAI has written minutes, which were shared with the consortium. A total of 16 telcos have been held in the second phase.

An additional tool to monitor the dissemination activities of all partners was the dissemination controlling list, which was made available in our dissemination repository. The list was actively used in the first two months, yet effort on a continuous reporting on dissemination activities has declined in the further progress of the project. During June's Telco, the dissemination team decided to change the reporting frequency via the dissemination controlling list from a monthly to quarterly basis.





In the second period, dissemination tooling and IT-support has been improved and InfAI generated bi-weekly reports which were shared with the consortium. The numbers for the reports were generated by a BIG Dissemination dashboard automatically collecting numbers from Twitter and other channels. Also collaborative tools were used such as Google Spreadsheet to streamline collection of dissemination data.

The coordination and organization of professional design, production, and the distribution of BIG dissemination material (flyers, stickers, posters, and leaflets) was part of dissemination work at InfAI. The dissemination material was distributed at conferences, workshops, seminars and other relevant events attended by BIG partners and external interested actors. In the first half of 2013, a [project flyer](#) has been created which has been updated in April 2013. Furthermore ATOS were accepted to present a work-in-progress poster about BIG and the public sector at the [ECEG2013](#) (European Conference on eGovernment). The poster is available from our public [website](#). Moreover, a leaflet for stakeholder engagement was designed for all SF/WG to individually adapt according to each sector's needs. The idea was to use those leaflets for engaging potential stakeholders via e-mail. The leaflet was made available for the consortium via the dissemination [repository/documents](#) and it was promoted during dissemination telephone conferences and via the projects mailing list.

A general presentation to be shown during events and workshops was created to introduce the projects, start the discussion on big data during big related events and engage potential stakeholders, for instance, during the breaks at the ESWC2013. The [general presentation](#) is embedded in our BIG public website and in the right sidebar.

Press releases for the support and promotion of the project start and the European Data Forum 2013 have been spread amongst the consortium and published in three languages. They are also made available for the public on the [project's website](#). A further press release about the Leipzig Semantic Web Day has already been written and was published via The University of Leipzig's channels at the end of August. We also made a [collection of press clippings](#) as responses to the press releases available on our website. For further information see chapter 2.6.

Several blogs and tweets have been posted to promote the interviews with relevant stakeholders and partners conducted by members of the WG and SF, for instance, an interview with the [CTO of Zemanta](#) or the [CEO of DataMarket.com](#). Blogs have also been a vital tool to promote events that were organized by BIG partners such as the workshops [Building Europe's Roadmap for Big Data in the Public Sector](#) in Madrid and Bratislava

Part of our effort in WP 3 relates to new website features to be implemented by UIBK/STIR as for example a [join in](#) button, a [results section](#) making public deliverables, presentations and interviews conducted available for an external audience, a [dissemination section](#) to store dissemination material for public access, and an [evidence hub](#) for the BIG community to contribute and debate evidence on the challenges, issues, requirements, technologies and concepts around big data.

A part of commitment within WP3 was the development of a *Stakeholder and Channel Database*. By means of all dissemination activities we intend to collect relevant data to create a Stakeholder and Channel database. This collection will include multipliers, key figures related to big data as well as enterprises and vendors of data management technologies and consulting companies. Moreover, this database aims to collect relevant channels for the BIG Project. These figures are collected and updated as part of the dissemination process throughout the whole project. They are monitored by the dissemination team. During the dissemination process we will use the collected channels and stakeholders for dissemination of the BIG project as described in chapter 5 and we will profit from continuous updates on these channels and stakeholders.

Partners that attended BIG related events were provided with debriefing interviews (see Annex) to report on the event by answering seven questions. Those short interviews have been widely



used to write post-event blog post and inform the public on BIG's activities at the reported events.

InfAI has organized the [Leipzig Semantic Web Day \(LSWT\)](#) and writing a press release. Furthermore, the partners of WP3 are working on an updated dissemination plan, including new dissemination ideas as well as a strategy for stakeholder engagement. Further information is available in chapter 5.

InfAI as WP-Lead was focussed on team coordination and organized regular dissemination phone conferences, with dissemination representatives of each partner, SF and WG to discuss current dissemination actions and issues, to monitor dissemination activities of all partners and to foster and secure a thorough dissemination of the project in the reporting period. Towards the end of the projects we decided to make telcos weekly instead of monthly, because the final event had to be organized. Furthermore, there were dedicated phone conferences for event organization in January 20th, 2014, preparation of events: EDF(20.04.2014), ICT event (04.11.13), BigData Congress (3-4.12.13) for the distribution of responsibilities.

According to the review meeting decision for WP3, we dedicated some effort in T3.1 to the re-submission of Deliverable D3.2-Dissemination Plan, especially focussing on reworking chapter 7, the "measurable criteria for success, in order to better monitor the progress of the project's dissemination activities. Thus, we firstly re-defined the success criteria for dissemination and clustered them according to their respective channels of use (see D 3.2 for details). Secondly, chapter 7 was expanded by subchapter 7.3 where, in addition to chapter 7.2, the nature of target groups and their level of engagement were elaborated more specifically. Thirdly, we extended the list of goals for measurable success criteria by concrete numbers after 12, 19 and 26 months after project start in order to be able to monitor the progress and adapt the strategy in case the goals are not met. Finally, we submitted the updated dissemination plan on the 20th of January 2014.

In the last months of the project, InfAI was focussing on the organization of the BIG Final Event: <http://big-project.eu/finalevent> co-located with ISC Big Data. For this purpose, coordination telcos were held on a weekly basis to coordinate with OKF and UIBK. The organization included the discussion of the topic and speakers and coordinating the collaboration with BYTE and RETHINK BIG EU project.

## 2.2.2 OKF

During the reporting period BIG identified actors that can be representative of all the roles in the value chain of big data technologies application and deployment, so the consortium increases the identified major organizations that are in a leadership position in each sector and technological area. Contact with those organizations has been realized through interviews that were feed insights into Technical White Papers D2.2.2, Sectorial Requisites D2.3.2, Sectorial Roadmaps D2.4.2, Cross-Sectorial Roadmap D2.5. To gain further valuable input OKF also contacted, encouraged and engaged those stakeholder to comment and annotate within the creation and updates of the deliverables D2.2.2, D2.3.2, D2.4.2 and D2.4 as much as their time allowed. As a first stakeholder engagement event, BIG co-organized the European Data Forum (EDF) 2013 where an Executive Panel on big data took place, with the participation of prominent decision makers, including Richard Benjamins from Telefonica Digital, François Bourdoncle from Exalead, Gary Evans from EMC, Michael Gorriz from Daimler, Gerhard Kress from Siemens and Roberto Viola from DG Connect of EC. Due that success BIG was also involved in the coordination, co-organization and held workshops or meetings at the following events like Big Data World Congress in Munich, the European Data Forum (EDF2014), ISC Heidelberg 2014, buzzword Berlin 2014, big data Berlin and several big data stakeholder events in Berlin.



In May 2013, representatives of OKF organized and chaired BIG-sponsored WoLE2013 and Doing Good by Linking Entities Challenge <http://www2013.org/program/web-of-linked-entities/> and attended WWW2013 talks where Big Data challenges were discussed and the DevTrack Session was chaired.

Representatives of OKF took part at the “Public Sector workshop” on 3rd of July 2013 in Bratislava and hold a presentation about “Small data, big data, open data” and engaged afterwards with several industry representatives as well as policy makers on the subjects public open data and the political as well as economic possibilities in context of big data.

Additionally, the BIG project was represented by OKF in this reporting period several times at Startupbootcamp, start-up factory, Friday At Six, rainmaking loft and further start-ups event in Europe, the Big Data Beer, Big Data Berlin, the monthly get-together with presentations of big data start-ups and other start-up events in Berlin. That opportunity was used in a persistent, but friendly manner to create 1:1 contacts for interviews, questionnaires and feedback and also future contacts and the stakeholder database, for example Ted Dunning from mapr.

This was part of an ongoing effort to get in touch with the vibrant start-up communities and to collect the feedback and requirements from these young big data companies and get them involved in the discussions. And not only to cover start-ups but also companies which are not the classical big data providers but also other important player like practitioner, marketers and sales people in a broader sector range (advertising, media, financial markets, environment, etc). The logic behind that was to use the start-up ecosystem and tap into the network to get easier access to the big players and “elephants” upwards. For that OKF used the networks of start-ups and mentors from the accelerators startupbootcamp and seedcamp, startup hubs and as well as some venture capital firms.

This resulted in creating further contacts to SME and big data industry leaders, invite them to participate and connecting them with the working group leaders. To reach the high level players, the so called “elephants” of big data, was especially challenging but some success is there.

We expanded the list of people we engaged with and invited them as stakeholders to the Big Data Value Association. All of those contacts are collected in the stakeholder database. Those contacts also played a vital role in the currently developed big data map of Europe. That project shows key big data companies, individuals, product and services in Europe. For that we have collected recommendations by various sources. The public part will be shared with our partners.

For the Technical White Papers D2.2.2, Sectorial Requisites D2.3.2, Sectorial Roadmaps D2.4.2, Cross-Sectorial Roadmap D2.5 we held public Google hangout sessions and invited skype session. For the public sessions we prepared a public announcement and individual invitations, teasers of the whitepaper and a 3-5 page summary. The event itself included a brief introduction, short presentation by the working group leader or sector forum stakeholders followed by a moderated Q&A session. The series started with the first session “data acquisition” in November 2013. The events are archived in the video section. We made an evaluation of the stakeholder engagement interviews and was summarized the findings in internal OKF-stakeholder engagement strategy. For the engagement that were also technology surveys.

We helped preparing presenting BIG at the Big Data World Congress on December 3rd and 4th in Munich. We outreached to industry stakeholders (more than 100 personal contacts) to engage them in the discussion and get their point of view.

We were present at the European Data Forum EDF 2014 meeting where presentations about the future of big data took place. We created a survey for EDF 14 participants. This questionnaire was also used in an adapted version for other conferences and events where we have been present (Berlin Buzzword 2014, Big Final Event at ISC, several Big Data Events in Berlin, Big Data World Congress).

We made good progress including the “community” and stakeholders in the process of creating the big data start-up list of Europe and big data directory. Again we tried to put additional effort



into including the business sector to minimize technical sectorial imbalance. This effort has been documented in Deliverable 3.5.2. “Final Stakeholder engagement activities” which was created by OKF in the second period.

Overall, the number of stakeholder engagement activities has been increased with a special focus on start-ups and SME. A lot of start-up and SME events were attended and used for presenting BIG FP7 results. At the final event in Heidelberg, we gathered feedback on the upcoming roadmap. In October and November we were organized feedback-rounds for the final roadmap. We had a booth at ISC Big Data, Buzzwords Berlin, re:publica and big data minds, where we increased the number of collected surveys to more than 340 surveys and questionnaires. Furthermore, we held more than 120 personal interviews for feedback at those events and after those events. Depending on the event the stakeholder type varied from young start-up entrepreneurs to c-level executive and technical officers.

We focused on reaching out to sectorial stakeholders (energy, transportation, finance, health, retail, ...) and industry player who use the technology. Major achievement with our partner Nessi was the establishing of the Big Data Value Association (BDVA) Partnership succeeding in the BDVA signing event in Brussels on the 13th of October. BIG FP7 partners (Atos, Siemens, Insight ...) also played crucial role in writing the SRIA document.

### 2.2.3 UIBK

During the reporting period UIBK together with STIR set up the BIG public project website, which contains information regarding the project in general, its goals, dissemination materials, a list of deliverables, contacts and information specific to each sectorial forum and technical group. Furthermore, UIBK set up Web 2.0 dissemination tools such as the BIG public blog, RSS-enabled news in general and for each particular BIG Forum/Technical Group, Twitter, Facebook page, Slideshare accounts. In addition, UIBK was an author of the deliverable *D3.3 Project Web Site*, where the general information regarding the BIG public website was provided.

Furthermore, STIR developed an online platform-venue (BIG Project Evidence Hub) for the BIG community to contribute and debate evidence on the challenges, issues, requirements, technologies and concepts around big data. A map of the related people, based on the interviews done by STIR and the generic categories was developed and integrated in the platform. Additionally, a Visual map of the Data Analysis theme was created and added to the platform as well.

During the second period of the project, the website has been maintained and updated according to the project and partners demands thus extending the website with the latest press releases, press clippings and other dissemination materials. We were working as well to improve the performance of the website. Also, a dedicated space to promote and register participants for the BIG Final Event was set-up. This is used now to access the presentations done in the event (see <http://big-project.eu/finalevent> ). In addition, a BIG YouTube channel was created and added to the website header and a specific page has been developed to forward inquiries about the project to the different leaders.

Another part of the efforts with respect to the tasks T3.2 and T3.3 relates to the maintaining of concrete exchange sessions with the researchers from industry and academia in the field of big data. During the reported period STIR interviewed a number of big data experts, and provided a web access for all interviews which were also linked in the BIG public blog and BIG Twitter. During the reporting period we focused on communication side at stakeholders sites. The BIG project was promoted during the meet-ups of related EU projects, for example, FP7 project PRELIDA: Preserving Linked Data [http://prelida.eu/](http://prelida.eu) at their PRELIDA 1<sup>st</sup> Workshop in June,



2013; during the bilateral meetings with STIR strategic partners such as with University of Kazan in July 2013. Subjects discussed and evaluated during those meeting have been big data, public open data, linked data, and data economy in context of big data. Representatives of UIBK/STIR held an overview presentation to raise the awareness and bring together big data and linked data issues. The PRELIDA project just recently started and the idea of the workshop was to identify the major players and related areas of research. The 1<sup>st</sup> PRELIDA Open Workshop took place in Tirrenia, Italy from 25-27 June, 2013 and was chaired by CNR - Consiglio Nazionale delle Ricerche. Around 20 Attendees have been present during our presentation, amongst them were APA – Alliance Permanent Access, CNR – Consiglio Nazionale delle Ricerche – Institute of Information Science and Technologies (Italy), European Foundation, Semantic Technology Institute International, the University of Huddersfield and the University of Innsbruck.

Additionally, the BIG project was presented at the ESWC 2013 event and the running slides based on BIG's general presentation and aggregated in the ESWC slideshow outlining the goals and intermediate results of the project were shown during the exhibition and break areas.

STIR continued interviewing experts in the big data field and publishing the videos to the BIG blog and public video sharing channels (see: <http://vimeo.com/user17348967/videos>). The list with all interviews is available on our [blog](#). Amongst others, the following interviews have been conducted by STIR

- Steve Harris, CTO at Garlik, an Experian Company <http://big-project.eu/blog/big-data-analysis-interview-steve-harris-chief-technology-officer-garlik-experian-company>
- Ricardo Baeza-Yates, from Yahoo! Research <http://big-project.eu/blog/big-data-analysis-interview-peter-mika-senior-scientist-yahoo-research-labs-barcelona>
- Peter Mika, from Yahoo! Research <http://big-project.eu/blog/big-data-analysis-interview-peter-mika-senior-scientist-yahoo-research-labs-barcelona>
- Jeni Tennison, tech. director of the Open Data Institute <http://big-project.eu/blog/big-data-analysis-interview-jeni-tennison-technical-director-open-data-institute>

The most relevant interviews produced as a part of the BIG project were linked to the EDF 2013 website, for example, at the keynote page the interview with [R.Benjamins](#), conducted by John Domingue was linked and Bill Tomson's and Hjalmar Hlason interviews were linked at the [invited speakers page](#). Furthermore, the interviews with experts from academia, industry and community on topics related to big data analysis were disseminated via BIG's viral marketing channels and in a form of associated materials for the approaching ESWC2013 Summer School, which will take place in September, 2-6<sup>th</sup>, 2013. The aim of the school is to discuss and provide training opportunities for junior researchers in the field of Semantic Web research. The school invites prominent people from the academia and industry as invited speakers. If needed, some additional info regarding invited keynotes can be found on the [website](#). Topics that were discussed are linked data, open data, big data management and analytics. The BIG project itself is mentioned including a short overview on the ESWC Summer School 2013 website and the major interviews which are available from [learning materials page](#) as well.

During the second period of the project, the BIG project participated in EDF 2014 through different activities: a booth in the exhibition area and a dedicated workshop. During this workshop, representatives of the BIG project presented the project and summarize results from the technical working groups and the sectorial forums. This workshop was used as well by the European Commission to present the PPP on Data and open the public consultation. Many representatives from the BIG project attended to this event (Atos, SIEMENS, OKFN, UIBK, STIR, Press Association, NUIG, AGT and EXALEAD). Also, the results of the BIG project have been disseminated in other events e.g. ESWC 2014, SEMANTiCS 2014 and representatives from UIBK have participated in different BIG Data workshops e.g. "Conquering Data in Austria" and workshop on BIG Data co-located at the I-Know conference 2014 in Graz. Regarding the



first one, a representative from UIBK participated as an active member of the advisory board in the event identifying data challenges for a roadmapping task in Austria. For this one, we provided inputs for the publication of a blog post in our website. In the last workshop, a representative of UIBK participated in the workshop where it was discussed, among other things, the contribution of the BIG project towards the set-up of the PPP on Data. UIBK contributed to the co-organization of the EDF workshop and final event and to the creation of dissemination materials for this e.g. newsletter.



### 3. Overview of Dissemination Activities of the Consortium

A crucial part to the success of this project has been the collaboration and commitment of all consortium partners to dissemination and stakeholder engagement activities. The following section presents an overview of events attended by the consortium as well as workshops organized, and publications that have been published. The section also summarizes the activities via the viral marketing channels, such as the Blog, Twitter, Google+, LinkedIn and mailing lists as well as it covers an overview of published press releases and collected press clippings.

#### 3.1. Event Participation per Partner

##### 3.1.1 Criteria

C5	Workshops and Events <ul style="list-style-type: none"><li>• Number of talks &amp; presentations at events</li><li>• Number of workshops held</li><li>• Number of participants in these workshops</li></ul>
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##### 3.1.2 Overview

The following Section gives an overview of the events attended by BIG members. During the full duration of the project, BIG members actively participated in over 70 big-data-related events. Dissemination activities during those events included distributing general dissemination material such as flyers and stickers, giving presentations, submitting posters, running discussion panels during the events or conducting information sessions during the breaks of these events for the purpose of informing people about the project. Moreover, over a dozen workshops have been organized by BIG members. After event participation, the project members partook in debriefing interviews to report on the event. This information was re-used to publish blog and twitter posts.

Here is a summary about BIG activity. Dissemination (DISS) relates to (co-)organization or session while Stakeholder Engagement (STE) refers to participation in (private) discussion sessions, round tables and networking.



**Number of BIG Data related conferences in 2013 and 2014 by type and BIG Project attendance**

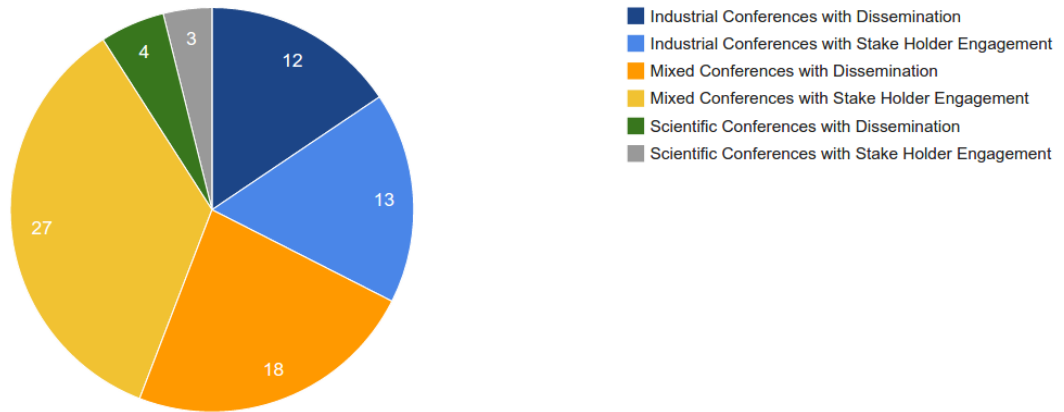


Figure 1: Overview of Event Participation

The following Table 3 lists all events BIG members attended or organized:

Conference Name	Place	Start date	Participants of session or conference	Type of audience	at least one DISS
DERI Digital Humanities Workshop	Dublin, England	10/1/2012	30	Scientific	DISS
BITKOM Big Data Working Group Regular Meeting	Frankfurt, Germany	11/14/2012	60	Industrial	STE
Big Data Europe	Frankfurt, Germany	11/21/2012	300	Industrial	DISS
International Semantic Web Conference (ISWC 2012)	Boston, USA	11/30/2012	350	Scientific	STE
Big Data im Public Sector	Frankfurt, Germany	1/30/2013	80	Industrial	STE
BITKOM AK 2013	Berlin, Germany	1/31/2013	70	Industrial	STE
Big Data In Medicine	Darmstadt, Germany	2/14/2013	30	Industrial	STE
Big Data London	London, England	2/20/2013	200	Industrial	STE
Women in Data	Rome, Italy	2/22/2013	30	Mixed	STE
Multilingual Web Workshop	Rome, Italy	3/12/2013	150	Mixed	DISS
Open Data at the British Library	London, England	3/19/2013	100	Mixed	STE
BIGDATA 2013	Paris, France	4/4/2013	2300	Industrial	DISS
European Data Forum (EDF 2013)	Dublin, England	4/9/2013	50	Mixed	DISS
Enterprise Data World	San Diego, USA	4/28/2013	300	Industrial	DISS
World Wide Web Conference (WWW 2013)	Rio de Janeiro, Brazil	5/13/2013	?	Mixed	DISS
European Semantic Web Conference (ESWC 2013)	Montpellier, France	5/13/2013	?	Scientific	DISS
HOMER and Open Data	Seville, Spain	5/15/2013	150	Mixed	DISS
BigData Applied in Defence and Security	Madrid, Spain	5/30/2013	150	Industrial	STE





Conference Name	Place	Start date	Participants of session or conference	Type of audience	at least one DISS
Conference on Big Data by the German Federal Ministry of Education and Research	Berlin, Germany	6/3/2013	100	Mixed	DISS
Big Data Fusion Conference (BDF 2013)	Tel Aviv, Israel	6/5/2013	?	Mixed	STE
European Conference on eGovernment (ECEG 2013)	Como, Italy	6/13/2013	?	Mixed	DISS
International Atlanta Conference on Machine Learning (ICML 2013)	Bonn, Germany	6/16/2013	200	Scientific	STE
Big Data Analytics	London, England	6/20/2013	400	Mixed	STE
BITKOM Big Data Summit	Bonn, Germany	6/24/2013	300	Industrial	STE
PRELIDA Opening Workshop	Tirrenia, Italy	6/25/2013	25	Mixed	STE
Digital Asset Management Europe	London, England	6/27/2013	200	Industrial	DISS
Public Sector Workshop	Bratislava, Slovakia	7/3/2013	?	Industrial	DISS
Transfer meeting: Big Data and Data Integration	Leipzig, Germany	7/4/2013		Industrial	DISS
Bilateral Meeting at Kazan University	Kazan, Russia	7/24/2013	20	Scientific	STE
BITKOM Special Workshop	Bonn, Germany	9/19/2013	50	Mixed	DISS
Information and Communications Technology (ICT 2013)	Vilnius, Lithuania	11/6/2013		Mixed	STE
Startupbootcamp Demo Day	Berlin, Germany	11/6/2013	250	Mixed	STE
Big Data Day	Berlin, Germany	11/11/2013	200	Mixed	STE
Strata EU London	London, England	11/11/2013	500	Mixed	STE
"Big Data looks tiny from Stratosphere"	Berlin, Germany	11/20/2013	60	Mixed	STE
Big Data World Congress	Munich, Germany	12/3/2013	100	Industrial	DISS
Big Data Study Presentation	Berlin, Germany	12/11/2013	80	Mixed	STE
CCC	Hamburg, Germany	12/26/2013	250	Mixed	STE
Big Data @ Plista	Berlin, Germany	1/15/2014	55	Mixed	STE
Europäischer Datenschutztag: „Big Data für Bond 2.0“	Berlin, Germany	1/28/2014	40	Mixed	STE
Big Data Debate—Privacy and Personal Data	London, England	3/4/2014	200	Industrial	STE
Cebit 2014	Hannover, Germany	3/13/2014		Industrial	DISS
European Data Forum (EDF 2014)	Athens, Greece	3/16/2014	100	Mixed	DISS
BigData Analytics Innovation Summit (BAIS 2014)	Athens, Greece	3/16/2014		Mixed	DISS
Big Data Debate—Media	London, England	4/2/2014	200	Industrial	STE



Conference Name	Place	Start date	Participants of session or conference	Type of audience	at least one DISS
Girls in Tech - A Q&A with State.com	London, England	4/9/2014	50	Industrial	STE
Machine Learning on Streams	Berlin, Germany	4/15/2014	125	Mixed	STE
Emily Bell lecture at British Library	London, England	4/25/2014	100	Mixed	STE
re:publica 14	Berlin, Germany	5/6/2014	300	Mixed	STE
ISO/IEC JTC 1 Study Group on Big Data Workshop (2nd JTC 1 SGBD Meeting)	Amsterdam, Netherlands	5/13/2014	20	Mixed	DISS
Buzzwords Berlin	Berlin, Germany	5/25/2014	400	Mixed	DISS
European Semantic Web Conference (ESWC 2014)	Crete, Greece	5/27/2014	300	Scientific	DISS
BITKOM Big Data Summit	Paris, France	5/27/2014		Mixed	DISS
Dunning and Sebastian Schelter	Berlin, Germany	5/29/2014	105	Mixed	STE
Data Driven Innovation and Big Data	Berlin, Germany	7/22/2014	35	Mixed	STE
Lambda Architecture	Berlin, Germany	7/24/2014	90	Mixed	STE
Information Reuse and Integration in Health Informatics (IRIHI2014)	San Francisco, USA	8/13/2014	300	Mixed	DISS
Berlin Big Data Hackathon	Berlin, Germany	8/15/2014	60	Mixed	STE
Big Data Berlin	Berlin, Germany	8/28/2014	250	Mixed	STE
European Medical Informatics Conference (MIE2014)	Istanbul, Turkey	8/31/2014	300	Mixed	DISS
MLODE, LIDER Roadmapping Workshop	Leipzig, Germany	9/1/2014		Industrial	DISS
SEMANTICS 2014	Leipzig, Germany	9/5/2014	230	Mixed	DISS
I-KNOW	Graz, Austria	9/17/2014	10	Mixed	DISS
Big Data Minds	Berlin, Germany	9/18/2014	300	Industrial	DISS
Data Driven Innovation Berlin	Berlin, Germany	9/24/2014	55	Mixed	STE
Smart City Berlin	Berlin, Germany	9/30/2014	40	Mixed	STE
ISC Big Data	Heidelberg, Germany	10/1/2014	200	Mixed	DISS
Conquering Data	Salzburg, Austria	10/17/2014	50	Mixed	DISS
Big Data Berlin v2.0	Berlin, Germany	10/23/2014	180	Mixed	STE
Aerospike Talk and Flink Hackathon	Berlin, Germany	10/29/2014	40	Mixed	STE
MEDICA (Weltforum der Medizin – Internationale Fachmesse mit Konferenzen und Foren für Medizintechnik)	Düsseldorf, München, Germany	11/13/2014	200	Industrial	DISS
Presentation at HPC PPP	Brussels,	11/14/2014		Industrial	DISS



Conference Name	Place	Start date	Participants of session or conference	Type of audience	at least one DISS
Partnership Board Meeting	Belgium				
Big Data Berlin v3.0	Berlin, Germany	11/27/2014	160	Mixed	STE
Artemis event in Vienna	Vienna, Austria	12/10/2014		Industrial	STE
Fraunhofer Workshop				Industrial	STE
NLP & DBpedia Workshop	Sydney, Australia	10/21/2014	60	Scientific	DISS
DFKI/Google Tech-Talk	Berlin, Germany	8/21/2014	60	Industrial	STE

Table 3. Events attended or organized by BIG

### 3.1.3 Description of selected sessions and workshops

Note: Material is partially taken from our blog

Over a dozen workshops have been organized by BIG members along the duration of the project including 8 major events. Three major workshops were co-located with the following events: (1) EDF 2013, (2) EDF 2014, (3) ISC Big Data and the rest were organized as separated events. Below we will give a summary of selected sessions and workshops organized by BIG.

Siemens focused on organizing workshops related to the health care and transport sector. As part of *Smart Cities Workshop*-series that is organized in Munich and addresses matters revolving around a sustainable urban development, for instance, sustainable technologies for urban development and planning, Siemens organized three workshops to about big data issues with 40 attendees each. Siemens addressed challenges, opportunities and societal externalities of big data in a workshop that focused on energy and transport in future smart cities. Two further workshops have been organized by Siemens as part of their *Internal Healthcare Workshop Series*. Those workshops were hosted as online seminars broadcasted from Erlangen, Germany discussing big data in healthcare with respect to challenges and opportunities. Furthermore, Siemens organized the *SWI (Siemens Software Initiative) BIG Data Conference* in Bangalore, India taking place from 24th till 25th of September 2013. The two-day event was restricted to Siemens internal audience during the first day and opens to an external audience on the second day. The central topic of the conference was big data management and big data analytics with a special focus on the challenges Siemens businesses have to face in context of storage and analytics of big data. The event gave an insight into recent development and best practises in the area of big data management and analytics by sharing success stories and experiences in the field of big data. Additionally, discussions on novel architectures and technologies that help dealing with large amounts of data will shed light on recent progress and development in the field of big data.

Starting from December 2013, Siemens was also involved in the preparations of the Strategic Research and Innovation Agenda (SRIA) which resulted in the public-private partnership (PPP) BIG Data Value (BDV) that aims to strengthen the data sector and put Europe at the forefront of the global data race.

Therefore Siemens helped to organize initial contact with NESSI contributions to SRIA for the Energy and Transportation Sectorial views as well as two BDV Workshops for the Energy and Manufacturing Sector. Furthermore, various Siemens-internal and external workshops and meetings to incorporate feedback to BIG Sectorial Roadmaps and SRIA in preparation of BDV



cPPP were held during the summer of 2014 as well as the ARTEMIS Industry Association meeting<sup>1</sup>

Big data technologies are going to become increasingly relevant for the public sector, and therefore collaboration of sector's high representatives to define a suitable strategy to deal with big data is considered as very important. By explaining their requirements and needs they can help the European ICT industry to develop appropriate solutions, which can eventually benefit not only the public sector but European industry in general and citizens in particular. To assist the European Commission in the definition of strategy for the European data economy, and develop sector specific roadmaps ATOS organized a workshop series that addressed the issues mentioned above. During the workshops general overviews were given about the definition of big data and its identifiers (volume, velocity, variety), the current big data technology landscape, big data tools and current big data trends in data analytics and data management. Besides, visualization, data curation, new business models as well as risk and challenges users and enterprises have to face when dealing with big data have been a significant part during the presentations and discussions at the workshop. The aim was to give an insight or vision of public administration in the context of big data, its potential in the public sector and the benefits the public sector administration can have from big data.

During both workshops, information on requirements for the public sector with respect to big data, big data technologies and challenges have been collected of the participants by means of a 4-pages questionnaire (see Annex c). The contributions collected in the course of this workshop will be included in the resulting BIG project roadmap. During the first workshop, which was organized on April 16th, 2013 in Madrid 40 attendees participated whereas during the second workshop in Bratislava on the 3rd of July, 2013 33 attendees engaged in the discussion on big data topics. The workshop was promoted via the public BIG-website via blog post and twitter posts. An additional workshop is currently in discussion and will be decided upon soon.

*ATOS Customer Innovation Forum (CIF)* – workshop, organized by Atos in Bezons, France brought together a selected group of industry experts and big data specialists, together with representatives from some of Europe's largest banks, to investigate, discuss and reach conclusions on what big data could mean to banks in the next few years. 16 representatives from six European Banks and three commercial providers of big data solutions attended the workshop. After a presentation for the BIG project, which gave background on the project and a brief overview of its objectives, discussions were structured around the following topics:

- Big data: convictions and challenges
- Academic thinking: big data from a scientific perspective, ambitions and challenges
- Big data in the world of now: customer' personal relationships with their bank, implementing a big data strategy
- Disruptiveness: The "what" and "how" of big data, implications of big data disruptiveness for banks
- Evolving forward: enablement of business

In addition, project partner InfAI has organized the [Leipzig Semantic Web Days \(LSWT\)](#) which will take place from 23rd till 24th of September 2013 as part of the *Sabre*-conference. Since 2009, LSWT is a platform for research and industry to discuss semantic technologies. Under the motto *From Big Data to Smart Data*, this LSWT addressed the following topics:

- Big Data and the Semantic Web
- Linking of public (open) data of administrations and governments, with a special focus on transparency for citizens and the exploitation of data,
- Unlocking the semantics of text focusing on text analysis within the semantic web.

<sup>1</sup> <http://www.artemis-ia.eu/ga-pre-brokerage.html>



A major focus of the portion on big data and the semantic web was the presentation of results on the scalability of databases and data integration in data-driven enterprises. The keynote was held by Hans Uszkoreit, scientific director at DFKI, who presented novel insights centered on big data and text analytics. Between 60 and 100 guests are expected to participate in discussions around big data. To promote the event a [blog post](#) as well as a press release were composed and were distributed via our own viral marketing channels and those of the University of Leipzig.

The *European Data Forum 2013* was the main event organized and sponsored during the first year of BIG. This annual conference is the European meeting place for industry, research, policy makers, and community initiatives to discuss the challenges and opportunities of big data in Europe. The event is co-chaired by BIG projects member NUIG, represented by Michael Hausenblas (also a project member of BIG) and Elena Simperl (the vice-president of STI, another partner involved in the BIG project). BIG members organized the *Executive Panel on Big Data* as part of the main track of the EDF 2013. The panel brought together six executives from various sectors in Europe's economy, amongst them the CIO's of our project partners Exalead and Siemens, François Bourdoncle and Gerhard Kress. The topics discussed and addressed revolved around the challenges behind processing and making sense of large amounts of data and focused especially on the efficient and effective derivation of managerial insight from large amounts of data as well as on the relation between openness and privacy of data. Apart from being a Golden Sponsor at the EDF2013 and organizing a panel during the main track BIG also hosted an information session chaired by Tilman Becker from DFKI to share details on the project with interested actors. For the BIG information session approximately 40 people engaged in interesting discussions on the project and its potential in Europe. The project office was also situated in this BIG session and was frequented often for questions on the project. A detailed program of the European Data Forum 2013 is available at: <http://2013.data-forum.eu/program>

During this period, the BIG project participated at EDF 2014. We had a booth in the exhibition area and also a dedicated workshop where main results of the TWG and SF were presented. Also, BIG participated at the BIG Data Congress where we presented the general objectives of the project and different activities for engage stakeholders were conducted. All the dissemination team was involved at different points (organization & participation) in these events. Next events where BIG will be promoted includes ESWC 2014 and the final BIG event.

At the industrial Big Data Conference *Big Data Minds* in Berlin, Sonja Zillner (Siemens) from the BIG Project represented The Potential of Big Data Applications for the Healthcare Sector. With the presentation of the BIG Data Public Private Forum discussed the challenges of BIG Data and the emerging Data Economy for the Healthcare Sector. In particular, the results of the BIG user needs and requisites study for the Big Data applications in the Healthcare Sector were introduced. The study shows that Big Data technologies can be used to improve the quality and efficiency of healthcare delivery. However, the realization of Big Data applications in the healthcare sector is challenging. In order to take advantage of the promising opportunities of Big Data technologies, a clear understanding of driver and constraints, user needs and requirements is needed. The feedback of the audience was very good and several participants of the conference requested the access of the BIG Requirements Study.



## 3.2. Publications

### 3.2.1 Criteria

C6	Academia: Number and sort of publications (technical white paper, short paper, poster) as well as normal publications (books, magazines, etc.)
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### 3.2.2 Description

Eight publications have been disseminated during period one of BIG –Public Private Forum. ATOS were accepted to present a work-in-progress [poster](#) about BIG and the public sector at the ECEG2013 (European Conference on eGovernment). The poster is available from our public [website](#). As responses during the conference Ricard Munné received many questions concerning the content of the poster as most participants were not aware about big data and its application in industry and specifically in the public sector. Another publication within the first year of the project was the patent application developed by Siemens. Below is a complete list of publications by BIG.

Of special importance is the forthcoming Springer book “**New Horizons for a Data-Driven Economy – A Roadmap for Big Data in Europe**” which will summarize BIG efforts. We have attached the description of the book in the Annex.

- **Big Data Story: Demystifying Big Data with Special Focus on and Examples from Industrial Sectors** by S. Zillner, S. Rusitschka and M. Skubacz, Whitepaper, Siemens AG. (2014)
- Patent Application: **An apparatus for automated clinical data acquisition support;** Germany and Europe; Information on Patent Application: by Ms. Johanna Baier, reference information 2013P03857 US / 2013V01748 BIR/MER, to the European Commission on 2013-04-29
- **Modeling and Processing for Next-Generation Big-Data Technologies** by Martin Strohbach, Holger Ziekow, Vangelis Gazis and Navot Akiva (Editors: Fatos Xhafa, Leonard Barolli, Admir Barolli and Petraq Papajorgji) volume 4 of Modeling and Optimization in Science and Technologies, chapter Towards a Big Data Analytics Framework for IoT and Smart City Applications, Springer. (2014)
- **Towards a Roadmap for Big Data Applications in the Healthcare Domain** by S. Zillner, H. Oberkamp, C. Bretschneider, A. Zaveri and S. Neururer in Proceedings of IEEE IRI HI 2014. (2014)
- **User Needs and Requirements Analysis for Big Data Healthcare Applications** by S. Zillner, N. Lasiera, W. Faix and S. Neururer in Proceedings of MIE 2014. (2014)
- **BIG Work in Progress: Big Data Public Private Forum and Public Sector** by Ricard Munné in Proceedings of the 13th European Conference on e-Government, 2, page 672-675. (2013)
- **Hotel Websites, Web 2.0, Web 3.0 and Online Direct Marketing: The Case of Austria** by Ioannis Stavrakantonakis, Ioan Toma, Anna Fensel and Dieter Fensel in Information and Communication Technologies in Tourism 2014 (Editors: Zheng Xiang and Iis Tussyadiah), Springer International Publishing. (2013)
- **Towards a Big Data Roadmap**, Martin Strohbach, Sonja Zillner, Tilman Becker, Edward Curry, André Freitas, John Domingue, Ricard Munné, Axel-Cyrille Ngonga Ngomo, to appear in NIST Special Publications



- **New Horizons for a Data-Driven Economy – A Roadmap for Big Data in Europe**, A book edited by Jose Maria Cavanillas, Edward Curry, Wolfgang Wahlster, Springer book forthcoming
- **Technology Roadmap Development for Big Data Healthcare Applications**. S. Zillner and S. Neurer. German Journal on Artificial Intelligence:

### 3.3. Expert Interviews and Presentations

#### 3.3.1 Criteria

C3	Press and Public Relation <ul style="list-style-type: none"> <li>• Number of figures on BIG Slideshare account: slides, followers</li> </ul>
C4	Number of figures on BIG Slideshare account: slides, followers, views, downloads ( <a href="http://www.slideshare.net/BIGproject">http://www.slideshare.net/BIGproject</a> )
C10	Expert Interviews

#### 3.3.2 Description

Siemens and NUIG engaged in further dissemination activities such as conducting interviews within WP2 with experts from healthcare, transport and energy, as well as engaging in exchange with NESSI regarding big data stakeholder/dissemination activities. Below is a list of presentations and interviews by the BIG consortium. Note that not all presentations were available due to copyright issues. Some of the presentations were uploaded recently.

Table of presentations and Interviews taken from the slideshare account at <http://www.slideshare.net/BIG-Project/> and <http://www.slideshare.net/edwardcurry>

Title	Type	Views
<a href="#">Key Technology Trends for Big Data in Europe</a>	Presentation	450
<a href="#">Towards a BIG Data Public Private Partnership</a>	Presentation	1,281
<a href="#">Big Data Public Private Forum (BIG) @ European Data Forum 2013</a>	Presentation	2,484
<a href="#">BYTE Project Community Overview</a>	Presentation	73
<a href="#">The Value of EU Big Data Value Coordination &amp; Support Actions for Industrial Stakeholders</a>	Presentation	57
<a href="#">Sustaining the Big Data Ecosystem</a>	Presentation	32
<a href="#">Towards a big data roadmap for Europe</a>	Presentation	736
<a href="#">Big Data Public-Private Forum General Presentation</a>	Presentation	38,295
<a href="#">Big Data Public-Private Forum Meta Forum 2012</a>	Presentation	1,191
<a href="#">Big Data Public-Private Forum European Data Forum 2012</a>	Presentation	435
<a href="#">Kevin Ashley BIG Project Data Curation Interview</a>	Interview	575
<a href="#">Joe Sewash BIG Project Data Curation Interview</a>	Interview	528



Title	Type	Views
<a href="#">Helen Lippell BIG Project Data Curation Interview</a>	Interview	541
<a href="#">Helen Berman Data Curation Interview</a>	Interview	667
<a href="#">James Cheney: Data Curation Interview</a>	Interview	669
<a href="#">Paul Groth: Data Curation Interview</a>	Interview	1595

Table 4. Views on Slideshare

Furthermore three big data uses cases have been turned into big data call project proposals:

- Big Data Use Cases from Energy and Transport into a BMBF (Federal Ministry of Education and Research) Big Data Call project proposal ("CRISTAL")
- Big Data Use Cases from Healthcare into a BMBF Big Data call project proposal ("MAggDa")
- Big Data Use Cases from Healthcare into BMWi (Federal Ministry of Economics and Technology) Project "Clinical Data Intelligence"

### 3.4. Activities via Viral Marketing Channels

#### 3.4.1 Criteria

C1	Activities and interactions on Social Media <ul style="list-style-type: none"> <li>• Twitter followers of @BIGproject</li> <li>• Tweets from @BIGproject</li> <li>• Facebook (followers)</li> <li>• LinkedIn (members/shares)</li> </ul>
C2	Activities and interactions on blog and discussion lists <ul style="list-style-type: none"> <li>• Published blog posts on <a href="http://www.big-project.eu/blog">www.big-project.eu/blog</a></li> </ul>

#### 3.4.2 Description

Several channels have been used to effectively communicate with the external world to promote BIG project, disseminate the work and results of BIG as well as to engage potential stakeholder in the discussion around big data. The following section presents an overview of the channels that have been used.

We currently have 74 blog post published via the official BIG blog. All post have were also promoted by twitter. Topics published in those blog posts were amongst others events big members were attending such as the workshop organized by [Fraunhofer FOKUS in Berlin on Big Data and the Public Sector](#).

17 blog posts have been dedicated to promote and publish the interviews with big data experts and specialist such as the [Interview with Steve Harris](#), chief technology officer at Garlik





Experian Company conducted for analysis purposes of the big data analysis WG. Besides, workshops organized by BIG members such as at the [EDF 2013](#), the workshop series “[Building Europe's roadmap for big data](#)” have been communicated via the official project blog. The blog has been a vital tool to discuss big related topics like the [definition of the term big data](#) and to promote results like [AGT's The Urban Shield Safe City solution](#).

42 of the 74 Blog Posts have been written or were collected from the consortium by InfAI, the remaining were facilitated by OKF and STI.

Blog Title	Date
<a href="#">EU Big Data Value in Heidelberg Workshop</a>	Oct 27, 2014
<a href="#">BYTE Community Overview in Heidelberg</a>	Oct 27, 2014
<a href="#">Intelligent Data Analytics Roadmap of Austria</a>	Oct 13, 2014
<a href="#">BIG Final Event Workshop</a>	Sep 30, 2014
<a href="#">Big Data Applications in the Healthcare Domain Presentation at IEEE IRI 2014</a>	Sep 23, 2014
<a href="#">Big Data Healthcare Applications Presentation at MIE 2014</a>	Sep 9, 2014
<a href="#">Commission Communication "Towards a thriving data-driven economy"</a>	Aug 5, 2014
<a href="#">Two Accepted Papers in the Health Sector</a>	Jul 14, 2014
<a href="#">D2.3.2 Pre-Final Version of Sector Requisites Available</a>	Jul 14, 2014
<a href="#">Data Curation Insights: Interview with Joe Sewash, Services Program Manager at the CGIA</a>	Jul 2, 2014
<a href="#">Data Curation Insights: Interview with Kevin Ashley, Director of the Digital Curation Centre</a>	Jul 2, 2014
<a href="#">Data Curation Insights: Interview with Helen Lipel, metadata manager at the Press Association</a>	Jun 25, 2014
<a href="#">JTC1 report on BIG input</a>	Jun 26, 2014
<a href="#">D2.2.2 Final Version of Technical White Paper available</a>	Jun 26, 2014
<a href="#">BIG presented at 2nd Meeting of ISO/IEC Big Data Study Group</a>	May 28, 2014
<a href="#">Berlin Buzzword 2014 Feedback &amp; consultation</a>	May 25, 2014
<a href="#">Data Curation Insights: Interview with Helen Berman, director of RCSB Protein Data Bank</a>	May 22, 2014
<a href="#">We look forward to welcoming you to the NESSI summit 2014!</a>	May 21, 2014
<a href="#">Towards a BIG Data Public Private Partnership</a>	Mar 31, 2014
<a href="#">post EDF2014 European Big Data Survey</a>	Mar 31, 2014
<a href="#">BIG Partner AGT International Forms Strategic Alliance with Cisco</a>	Feb 28, 2014
<a href="#">Big Data Webinar: Data Storage, 30th January, 16:00 CET</a>	Jan 29, 2014
<a href="#">Data Curation Insights - Interview with James Cheney</a>	Jan 20, 2014
<a href="#">Smart Ways To Deal With Big Data</a>	Jan 8, 2014
<a href="#">The BIG project at Big Data World Congress, Munich, 3-4 December 2013</a>	Jan 6, 2014
<a href="#">Big Data Webinar: Data Curation, 19h December, 16:00 CET</a>	Dec 19, 2013
<a href="#">BIG at ICT 2013, November 7-9, Vilnius</a>	Dec 9, 2013
<a href="#">Big Data Webinar: Data Analysis, 5th December, 16:00 CET</a>	Dec 5, 2013
<a href="#">eHealth Interview with Marco Viceconti</a>	Nov 28, 2013



Blog Title	Date
<a href="#">Data Curation Insights - Interview with Paul Groth</a>	Nov 7, 2013
<a href="#">BIG will be at the ICT 2013 in Vilnius</a>	Nov 4, 2013
<a href="#">Interview with Andreas Ribbrock Team Lead Big Data Analytics and Senior Architect at Teradata GmbH</a>	Oct 14, 2013
<a href="#">Big Data Webinar: Data Acquisition, 21th November, 16:00 CET</a>	Oct 11, 2013
<a href="#">BIG at LSWT2013 - From Big Data to Smart Data - A Summary</a>	Sep 27, 2013
<a href="#">BIG @ BITKOM Healthcare Analytics Conference</a>	Sep 26, 2013
<a href="#">BIG Partner AGT International and Crowd Control Management</a>	Aug 21, 2013
<a href="#">Save The Date - Big Data Days in Berlin - November 11th/12th, 2013</a>	Jul 25, 2013
<a href="#">Transfer Meeting on "Big Data and Data Integration" organized in Leipzig</a>	Jul 5, 2013
<a href="#">BITKOM Big Data Summit 2013</a>	Jul 1, 2013
<a href="#">Workshop "Building Europe's Roadmap for Big Data in the Public Sector"</a>	Jul 1, 2013
<a href="#">Videos for the EDF 2013 event are published at VideoLectures</a>	May 17, 2013
<a href="#">Successful workshop organized by BIG-member at the www2013</a>	May 15, 2013
<a href="#">Webinar on Big Data - May 28th, 2013</a>	May 14, 2013
<a href="#">Article on BIG published on Siemens Innovation News</a>	May 10, 2013
<a href="#">Big Data Analysis Interview with Steve Harris Chief Technology Officer at Garlik, an Experian Company</a>	May 2, 2013
<a href="#">First of three Workshops on Building Europe's Roadmap for Big Data in the Public Sector in Madrid, Spain</a>	Apr 23, 2013
<a href="#">BIG @ European Data Forum 2013</a>	Apr 19, 2013
<a href="#">Big Data Analysis Interview with Ricardo Baeza-Yates VP of Research for Europe and Latin America at Yahoo! -</a>	Apr 8, 2013
<a href="#">Big Data Analysis Interview with Bill Thompson</a>	Apr 3, 2013
<a href="#">Big Data Analysis Interview with Peter Mika, Senior Scientist at Yahoo! Research Labs in Barcelona</a>	Mar 28, 2013
<a href="#">Yet another way to define Big Data</a>	Mar 21, 2013
<a href="#">Big Data Analysis Interview with Alon Halevy Research Scientist at Google</a>	Mar 18, 2013
<a href="#">Big Data Analysis Interview with Usman Haque, Pachube Founder and Director Urban Projects Division COSM</a>	Mar 18, 2013
<a href="#">Big Data Analysis Interview with Prasanna Lal Das, Lead Program Officer Controllers World Bank</a>	Mar 18, 2013
<a href="#">Big Data Analysis Interview with Jeni Tennison, Technical Director of the Open Data Institute</a>	Mar 18, 2013
<a href="#">Big Data Analysis Interview with Hjalmar Gislason</a>	Mar 6, 2013
<a href="#">BIG-member Exalead @ Big Data Paris Trade Show 2013 - April, 3rd and 4th</a>	Mar 6, 2013
<a href="#">Big Data Analysis Interview with Jim Webber</a>	Mar 4, 2013
<a href="#">Big Data Analysis Interview with Andraz Tori, Founder and CTO of Zemanta</a>	Mar 4, 2013
<a href="#">BigData technologies used to analyze and visualize the economic impact of the Mobile World Congress in Barcelona</a>	Mar 1, 2013



Blog Title	Date
<a href="#">What Happens When Big Data Meets Official Statistics?</a>	Mar 1, 2013
<a href="#">Interview with Francois Bancilhon, CEO of Data Publica</a>	Feb 27, 2013
<a href="#">How ruleCore processes Big Data Streams</a>	Feb 26, 2013
<a href="#">Web conference “Smart Government: Drivers and Challenges in Using Analytics and Big Data”</a>	Feb 25, 2013
<a href="#">Call for Participation: W3C Workshop „ Making the Multilingual Web Work“</a>	Feb 25, 2013
<a href="#">Linked Data on the Web workshop (LDOW2013) @ WWW2013</a>	Feb 15, 2013
<a href="#">Report on Fraunhofer FOKUS Workshop "Big Data in the Public Sector"</a>	Feb 5, 2013
<a href="#">Big Data Analysis Interview with Alek Kolcz</a>	Jan 29, 2013
<a href="#">Big Data Analysis Interview with Richard Benjamins</a>	Jan 22, 2013
<a href="#">Big Data Analysis Interview (with Frank van Harmelen)</a>	Dec 12, 2012
<a href="#">2nd Data Analysis Interview (with Sören Auer)</a>	Dec 4, 2012
<a href="#">First Data Analysis Interview (with Jim Hendler)</a>	Nov 27, 2012
<a href="#">The European Data Forum 2013, 9th-10th April, 2013, Dublin</a>	Nov 6, 2012

Table 5. List of Blog Posts

Twitter has actively been used after the first plenary in Kaiserslautern. Most blog post were supported and further disseminated via twitter posts. Yet, Twitter has not only been used to promote our project blog but also to spread results of the project, for instance, the technical white paper, promote workshops and events organized and attended by BIG-members as well as to spread interesting news on big data. Therefore, we re-tweeted interesting and provocative posts by companies we are following, for instance, *Can healthcare big data reality live up to its promise?*, a post initially twittered by [BigDataStartups.com](#). We also engaged our followers to join the discussion around big data by directly addressing them with a [post](#) on our findings in the white paper and further directing them via a link to the results on the BIG website.

The Twitter account can be accessed here: [https://twitter.com/BIG\\_FP7](https://twitter.com/BIG_FP7), below are the statistics from October 2014



Figure 2: Twitter statistics October 2014

A LinkedIn group has recently been set up by Press Association who, together with InfAI and OKF, have been in charge of fostering discussion and connecting both with BIG project members and industry contacts. So far, the group has over 100 members.



## 3.5. Press Release Collection

### 3.5.1 Criteria

C3	Press and Public Relation <ul style="list-style-type: none"> <li>• Number of press releases</li> <li>• Number of press clippings</li> </ul>
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### 3.5.2 Description

The Consortium published a range of press releases during the first phase of the project. Press releases aimed at targeting the local or national press of the partner entrusted with this task. The press releases should describe the goals of the project in simple, jargon free language and whenever possible highlight the benefits to the region/country and the importance of the local partner being part of a EU consortium. The article was re-published by other online news agents.

A first press release about the project start was published in November 2012 in English, German and Spanish distributed via the possible channels of each project partner. A further press released to promote the EDF2013 was published for an English, Spanish and German speaking audience in April 2013, introducing the EDF and BIG's role at the conference. The press release was re-published by various other online news agents.

Siemens published a further article titled *BIG Project: Intelligent Use of Large Amounts of Data* in German and English discussing challenges and opportunities with industrial big data applications. The article was re-published by other online news agents, e.g., idw-online, www.kooperation-international.de, www.finanzen100.de, http://www.innovations-report.de and was also published Siemens-internally for interviews and workshops. A collection of those press-clippings is available through our [website](#). Two further press releases are in preparation by Siemens and InfAI. NUIG's press release about BIG, the aim of the project and the challenges it has to face towards Horizon2020 have been re-published with [articles](#) by the Irish Times Business, the Irish Examiner, The Herald, the Galway Independent and the Galway Advertiser.

Date	Title	Partner	Language
8th November, 2012	<a href="#">Zur Zukunft von großen Datenmengen in der Wirtschaft</a>	InfAI	German
8th November, 2012	<a href="#">Haciendo que los datos trabajen por nosotros</a>	Atos	Spanish
8th November, 2012	<a href="#">Making data work for us</a>	InfAI	English
5th April, 2013	<a href="#">Europäische Datenwirtschaft trifft sich beim European data Forum</a>	InfAI	German



Date	Title	Partner	Language
5th April, 2013	<a href="#">European Data Forum 2013</a> <a href="#">A truly European Big Data community is on the rise</a>	NUIG,	English
1st May, 2013	<a href="#">BIG Project: Intelligent Use of Large Amounts of Data</a>	Siemens	English
1st May, 2013	<a href="#">Projekt BIG: Große Datenmengen intelligent nutzen</a>	Siemens	German
1st May, 2013	<a href="#">Making intelligent use of large data volumes</a>	Siemens	English
	<a href="#">€3 million EU project to roadmap a Big Data strategy for Europe</a>	NUIG	English
27th August, 2013	<a href="#">Leipzig Semantic Web Day lädt zum Austausch über semantische Technologien und Big Data ein</a>	InfAI	German
March-July 2014:	Various posts (in German) by the Head of Applied Research Center at Siemens and Fact Sheets about Smart Data (Siemens take on Big Data): <a href="http://www.siemens.com/press/pool/de/feature/2014/corporate/heuring-factsheet-en.pdf">http://www.siemens.com/press/pool/de/feature/2014/corporate/heuring-factsheet-en.pdf</a> <a href="http://www.huffingtonpost.de/wolfgang-heuring/warum-big-data-zu-smart-data-werden-muss_b_5133032.html">http://www.huffingtonpost.de/wolfgang-heuring/warum-big-data-zu-smart-data-werden-muss_b_5133032.html</a> <a href="http://www.huffingtonpost.de/wolfgang-heuring/smart-data-mathematik-verwandelt-daten-in-kunstliche-intelligenz_b_5612538.html">http://www.huffingtonpost.de/wolfgang-heuring/smart-data-mathematik-verwandelt-daten-in-kunstliche-intelligenz_b_5612538.html</a>	Siemens	German
August 2014	Siemens Innovation News: Big Data, Smart Data – A Business with Trust <a href="http://www.siemens.com/innovation/en/news/2014/e_inno_1420_1.htm">http://www.siemens.com/innovation/en/news/2014/e_inno_1420_1.htm</a>	Siemens	English
November (planned)	Project Final Report via Uni Leipzig (planned)	INFAI	German

Table 6. Press Release Collections

### 3.6. Overview of activities on mailing lists

#### 3.6.1 Criteria

C2	<p>Activities and interactions on blog and discussion lists</p> <ul style="list-style-type: none"> <li>• Members on the BIG mailing list</li> <li>• Number of postings on the BIG mailing list</li> </ul>
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### 3.6.2 Description

The following chapter gives an overview of the mailing lists used within the BIG consortium, the number of subscribers to each list as well as the number of post that have been distributed via those lists.

Mailing List	Subscribers	No of Posts	Content	Partners Involved
bigdata@lists.atosresearch.eu	54	1423	Organizational matters	All
telcomedia-sf@big-project.eu	77	10	Organizational matters	PA, ATOS, OKF
health-sf@big-project.eu	84	6	Organizational matters, seminar promotion,	OKF, ATOS, Siemens
publicsector-sf@big-project.eu	105	15	Organizational matters: contribution to deliverable, reviewers, adding members, news from Big – workshop announced	ATOS
financialservices-sf@big-project.eu	12	1	Organizational matters	ATOS
manuretailenertrans-sf@big-project.eu	89	3	Organizational matters	Siemens, ATOS
datacuration-wg@big-project.eu	16	40	Organizational matters, coordination of work on interviews, coordination of interview transcription, interview methodology, selecting experts to interview and white paper authoring	NUIG
datastorage-wg@big-project.eu	51	6	Organizational matters	AGT, DFKI
dataanalysis-wg@big-project.eu	16	2	Information distribution	ATOS, DFKI
datausage-wg@big-project.eu	13	1	Arrangement of phone calls between SF and WG	DFKI
dataacquisition-wg@big-project.eu	13	18	Mails on coordination of Questionnaire, Interviews, Reports, appointments, meetings	InfAI
Eswc-summer-school-students@lists.sti2.org	1	35	John Domingue (STI) posted and provided links to the BIG project, briefly introducing the project itself and linked to all interviews on big data conducted recently by him as a part of Learning Preparatory Materials for the Summer School.	STI



*Table 7. BIG-Mailing Lists: Number of Subscribers per Mailing List and Number of Post per Mailing List*



## 4. Summary

Dissemination activity in BIG was manifold. In year one, we set up the technical architecture, social networks, created dissemination material and engaged in dissemination activities via our viral marketing channels, participation at events and organization of workshops. In year two our goal was to promote BIG results and enable externals to interact with BIG’s technical working groups and sectorial forums based on the results generated so far.

### 4.1. Stakeholder database

A stakeholder database has been developed and was updated as much possible (some personal contacts were not possible due company policies). During the dissemination process we used the collected channels and stakeholders for dissemination of the BIG project and we profited from continuous updates on these channels and stakeholders. We used especially this database to monitor several technical RRS feeds to filter relevant content worth disseminating. The dissemination of this content was stakeholder specifically customized. The content generated was mainly be used for personal updates to engage faster when addressing the stakeholders identified by OKF. This list of stakeholders was maintained by OKF and will be shared with other external project partners after the project.

### 4.2. Dissemination measures

No.	Target group <sup>1</sup>	Criteria	28.02.2013	31.08.2013	31.03.2014	31.10.2014
C1	1-4 (referring to target group in previous section)	Activities and interactions on Social Media <ul style="list-style-type: none"> <li>• Twitter followers of @BIGproject</li> <li>• Tweets from @BIGproject</li> <li>• Facebook (Likes)</li> <li>• LinkedIn (members/shares)</li> </ul>	Just started Just started 20 Not started yet	200 150 40 20/20	400 400 70 40/40	1000 1000 100 400/400
C2	1-4	Activities and interactions on blog and discussion lists <ul style="list-style-type: none"> <li>• Members on the BIG mailing list</li> <li>• Number of postings on the BIG mailing list</li> <li>• Published blog posts on <a href="http://www.big-project.eu/blog">www.big-project.eu/blog</a></li> </ul>	20 20 20	40 40 40	70 70 70	100 100 100
C3	1-4	Press and Public Relation <ul style="list-style-type: none"> <li>• Number of press releases</li> <li>• Number of press clippings</li> </ul>	2 -	4 -	6 -	8-10 -
C4	1-4	Number of figures on BIG Slideshare account: slides, followers, views, downloads ( <a href="http://www.slideshare.net/BIGproject">http://www.slideshare.net/BIGproject</a> )	Not available yet	10 followers	15 followers	20 followers
C5	3,4,5,6	Workshops and Events <ul style="list-style-type: none"> <li>• Number of talks &amp; presentations at events</li> <li>• Number of workshops held</li> <li>• Number of participants in these workshops</li> </ul>	Was in planning Not started yet Not started yet	11 8 30-40	15-20 10 30-40	30 12 30-40

Figure 3: Criteria table





No.	Target group <sup>1</sup>	Criteria	28.02.2013	31.08.2013	31.03.2014	31.10.2014
C6		Academia: Number and sort of publications (technical white paper, short paper, poster) as well as normal publications (books, magazines, etc.)	No specification possible	No specification possible	No specification possible	No specification possible
C7	2,3,4,5,6	Numbers of stakeholders engaged by direct contact in-person, mail, phone meetings	# contacts not yet tracked	# contacts not yet tracked	60 700 300 25	120 1500 750 60
C8	2,3,4,5,6	Registrations & Participants in BIG webinars # views/month # participants # shares	not yet started	not yet started	1000 70-100 participants 70-100 shares	2500 views 200 participants 200 shares
C9	4,5,6	Participants/entries in European Big Data Survey, Directory and Map	not started yet	not started yet	No specification possible	500 entries >500 participants
C10	4,5,6	Expert Interviews	not started yet	not started yet	500 views 100 shares	2000 views 300 shares
C11	4,5,6	Technology surveys	not started yet	not started yet	100 participants	300 participants
C12		Website statistics BIG.eu website & weblog <ul style="list-style-type: none"> <li>• Unique Clients</li> <li>• Number of visitors – big-project.eu</li> <li>• Number of pageviews per subpage/deliverables</li> <li>• Number of visitors – <a href="http://www.big-project.eu/blog">www.big-project.eu/blog</a></li> </ul>	No numbers available	~ 4800 ~ 9800  ~ 200 ~ 85	~ 7000 ~ 14.000  ~ 500 ~ 150	~ 10.000 ~ 20.000  ~ 1.000 ~ 250

Figure 4: Criteria table (ctd.)

Overall, the BIG project and WP3 reached most of the set goals for dissemination. However, we did not succeed in reaching our set LinkedIn number. The main reason is, that most of the stakeholder interaction resulted in personal “adds” by the consortium, leaving out the BIG LinkedIn account. Twitter proved like a far more effective tool to disseminate output as LinkedIn and Facebook excel mainly at upkeeping personal relations.

On the social networks, we had more than a 1000 tweets and around 700 external people (Twitter followers) at the end of the project, built the basis for the public private forum, improve stakeholder engagement, enable cross-fertilization between universities and industry and give the European practitioners direct access to the SOTA

Further highlights were the 50k hits on our slides, especially the general presentation.

Also the consortium attended and actively participated in a high number of conferences, thus enabling the formation of a professional network for BIG Data. We received a great amount of interested for the workshops we organized and had good participant numbers as well as interesting discussions.



## Annex 1.

### Annex a. Book New Horizons for a Data-Driven Economy – A Roadmap for Big Data in Europe

A book edited by

Jose Maria Cavanillas, Atos, Spain

Edward Curry, National University of Ireland, Galway

Wolfgang Wahlster, DFKI, Germany

Big Data is an emerging field where innovative technology offers alternatives to resolve the inherent problems that appear when working with huge amounts of data, providing new ways to reuse and extract value from information. The expectations in refining data as the new oil of the 21st century are currently so high that virtually no business can afford not to have a Big Data project that “unlocks” the value in their data. There is a noticeable increase in adoption of data-driven business scenarios in sectors other than the web-based Big Data companies such as Google, Yahoo, Facebook and Twitter.

Big Data offers tremendous untapped potential value for many sectors but no specific intelligent-large-data-handling/brokering industrial sector exists. Furthermore, from an industrial adoption point of view, Europe is lagging behind US in Big Data technologies. A clear strategy to align supply and demand is needed as a way of increasing competitiveness of European industries. Many sectors struggle with the adoption of Big Data technologies, often due to a lack of expertise, regulatory barriers and unclear business value. This is especially true in non-IT focused sectors such as the energy sector that struggle with the adoption of Big Data technologies. There is a clear gap between business needs and technologies with no common understanding of how existing and new big data technologies need to be developed across various sectors in order to facilitate adoption and create innovative solutions.

In this book we present the results of the EU funded project BIG that addresses this gap by creating a Big Data research roadmap. The book will provide one of the first comprehensive approaches to the study of Big Data research challenges that links existing and emerging technology trends to specific sectors. It is targeted at both industrial decision makers interested in how Big Data technologies can create business value, as well as industrial and academic researchers that are concerned about aligning their research agendas with industrial and societal needs. The book will be a compilation of selected high quality chapters covering cases, concepts, technologies, experiences, and practical recommendations on research for big data. Foundational research technologies are analyzed so that the business and operational communities understand the potential of these technologies and are enabled to implement appropriate strategies and technologies for commercial benefit. The roadmap was created using a community process with many domain and technology experts interviewed to identify sectorial needs and assess the current state and future development of Big Data technologies. As result the partnership has created a strategic research and innovation agenda (SRIA) (Big Data Value Initiative 2014) for the Big Data Public Private Partnership that has recently been announced by the EU commissioner for the Digital Agenda, Neelie Kroes. This book will help build the bridge between sound research and practice expertise in the area of Big Data Value for Europe.

### Annex b. Dissemination Guidelines



**Tweeting style:** When tweeting about a blog post, focus on the content of the post, not on the content of the blog. You can see on the BIG\_FP7 account the contrast of both approaches.

- Focus on the post (**preferred**): [https://twitter.com/BIG\\_FP7/status/273850135367254016](https://twitter.com/BIG_FP7/status/273850135367254016)
- Focus on the blog (please avoid): [https://twitter.com/BIG\\_FP7/status/273831884071514113](https://twitter.com/BIG_FP7/status/273831884071514113)

**Language:** partners post in as many languages as they want, but @BIG\_FP7 only uses English. For example, Atos should feel free to post in Spanish about BIG in their own twitter account, OKF should post in German in theirs, and all should feel free to RT translations of @BIG\_FP7. But tweets in the @BIG\_FP7 stream should be only English.

**Including links:** When including links in tweets or blog posts, use the [bit.ly](http://bit.ly) account so that we can track how many people are clicking on those links. <http://big.atosresearch.eu/content/bitly-account>

**Categorizing content (Hashtags):** Use hashtags for each of the WGs and SFs in the project. This will allow us to channel them to the front page of each WG and SF in the website.

- For example, for Data Acquisition, we could have #BIG\_acquisition, for the Media sector forum, we could have #BIG\_media, etc.
- Always try to include the #bigdata hashtag when tweeting, as this will send our tweet to people tracking this topic
- List of hashtags:
  - WGs: #BIG\_acquisition, #BIG\_analysis, #BIG\_curation, #BIG\_storage, #BIG\_usage
  - SFs: #BIG\_finance, #BIG\_insurance, #BIG\_health, #BIG\_manufacturing, #BIG\_retail, #BIG\_energy, #BIG\_transport, #BIG\_public, #BIG\_telco, #BIG\_media, #BIG\_entertainment
  - General: #bigdata, @BIG\_FP7

**Citing people:** When possible, include the Twitter names of the posters. Therefore, instead of Pablo Mendes, say @pablomendes.

**Authorization and quality control:** all partners of BIG can post, and the password is shared in our internal management website ([big.atosresearch.eu](http://big.atosresearch.eu)). If a partner is not sure if a given tweet should or not be in the official stream of @BIG\_FP7, they can still post things on their accounts and add “cc @BIG\_FP7” which will trigger the Twitter account leader to RT or not that message, according to guidelines approved by the consortium.

## Annex c. Debriefing Interviews for Big Data-Conference Attendees

1. Name of event/ conference/ workshop
2. Which new and innovative technological possibilities / trends (in the working-domains of the BIG-WGs and SFs) were presented?
3. Which challenges result out of the outcomes of the conference for the future / for the BIG project?
4. Which stakeholders multipliers, researchers, technology vendors were present, who could be gained for an engagement in the BIG Public Private Forum?



5. Which results of the event/conference/workshop could be relevant for the BIG project? In which regard?
6. What was the most interesting outcome of the event/conference/workshop for you personally?
7. Have any technical, social or societal trends been discussed at the event, which will have an impact on Big Data Management?