

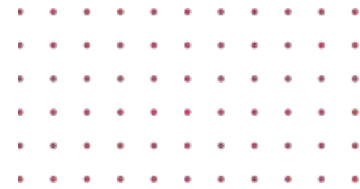


# FIWARE SMART FEST 2021

GRAND OPENING  
June 8, 2021



# Welcome by the FIWARE Chairman DARIO AVALLONE



**Dario Avallone**

ENGINEERING Ingegneria Informatica

Platinum Member - Chairman of BoD



# Airmeet - our new FIWARE Event Platform

## Welcome

to your brand-new  
Conference Experience  
with Airmeet and FIWARE!

We want you to have the  
best, most interactive  
experience at  
**FIWARE SMART FEST!**



We empower organizations & FIWARE communities  
in achieving collective progress and success with:

- 3 x 24hrs table discussions
- 1-to-1 as many as you like (>1,000 contacts)
- >150 speakers bios & contacts

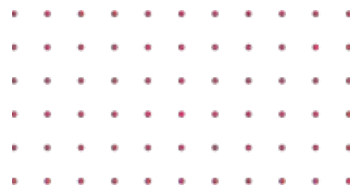




- >150 speakers and panelists from all 5 continents
- >100 sessions, 35 hours of live program
- Updated FIWARE Foundation strategy
- Signing Ceremony for new Strategic Partnerships
- Launch of new “Papers”
- New FIWARE Release 8.0
- Members-only Session DAY 3, 9am CEST



# FIWARE Foundation Vision and Mission



## FIWARE Vision:

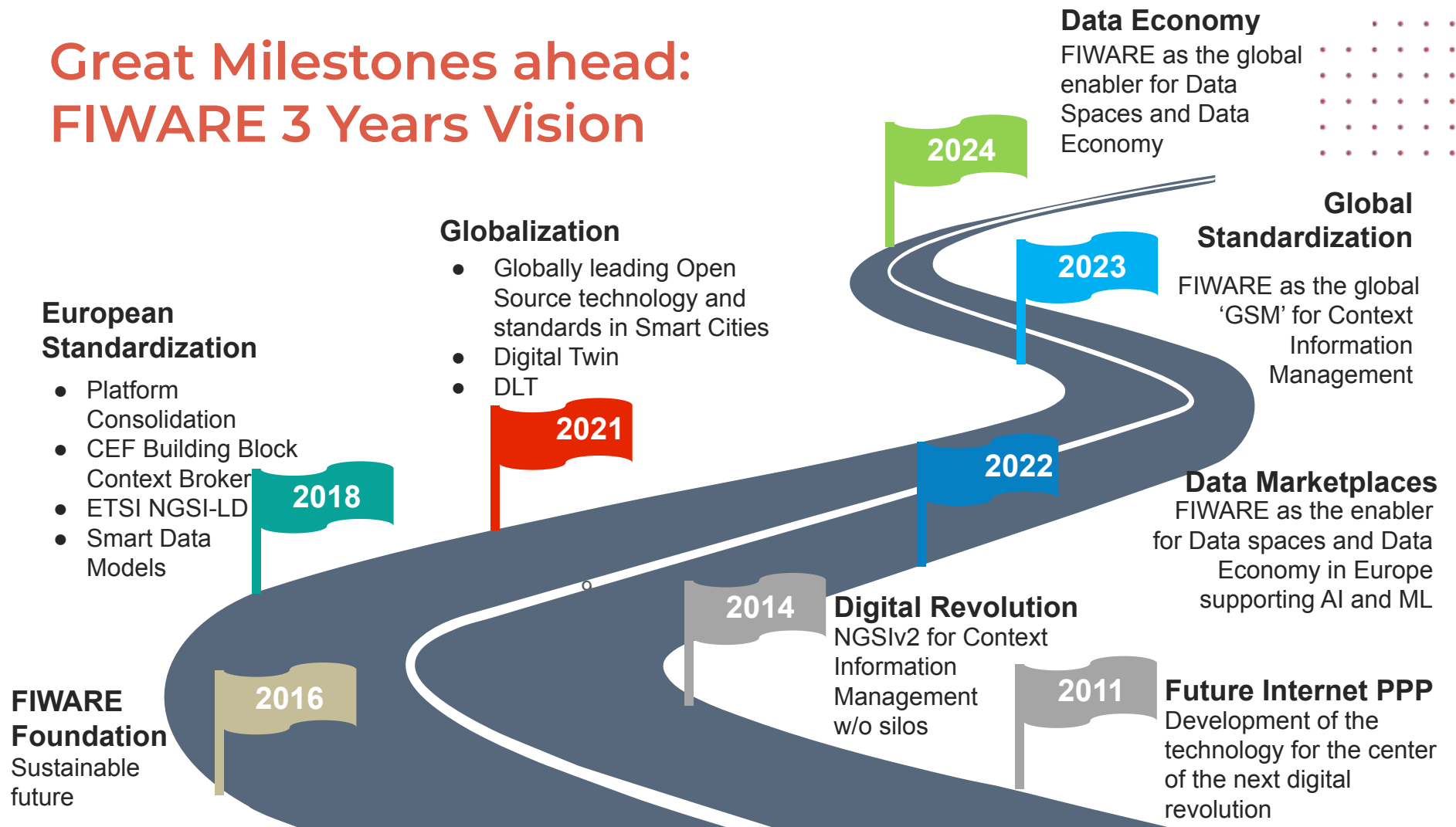
The open source platform technology  
for our smart digital future!

## FIWARE MISSION:

Build an open sustainable ecosystem  
around public, royalty-free,  
implementation-driven and  
interoperable software platform  
standards that will ease the  
development of new Smart  
Applications in multiple sectors.



# Great Milestones ahead: FIWARE 3 Years Vision



# The FIWARE Strategy Compass





1

# GROWTH OF THE FIWARE ECOSYSTEM

Proud of >30% of growth over the past 15 months

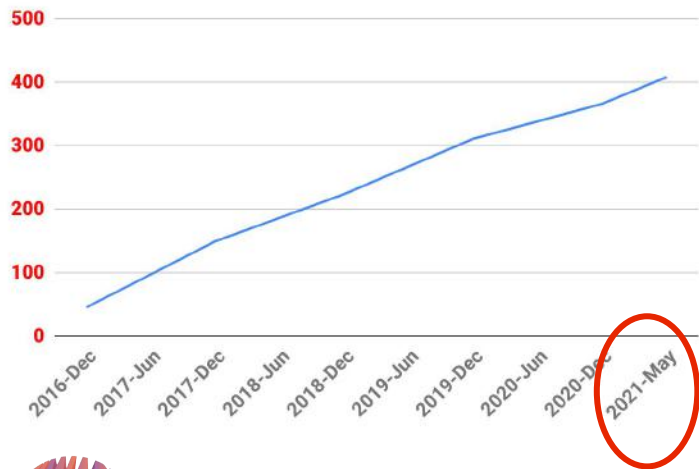




# FIWARE Members and global Network

## Some facts & figures

FIWARE Foundation continues to grow. Since the start of the COVID pandemic, the foundation has grown by **+30%**.



### Recently joined:



**DATA-EX**  
Data Society Alliance



**CODE**  
for JAPAN

ともに考え、ともにつくる

**BLU SKY**

ICT Innovation  
Network Cluster

**FIWARE has become an undeniable powerhouse in the digitalization strategies of cities, energy, industry and agriculture and we couldn't have done it without our members, without YOU!**



# FIWARE celebrates member no. 400 It's BluSky Consulting, LLC (USA)!



Jem Pagán, CEO BluSky

JOIN FIWARE's first ever  
Session focused on  
**NORTH AMERICA**  
**DAY 1 - 9-10:30 pm CEST**

Let's welcome our **400th member: BluSky!**

With decades of experience in complex enterprise business and technology design, development, deployment, and management, BluSky's "BluSky Thinking" is the first step towards the digital transformation journey of its clients.



# FISAB - FIWARE Scientific Advisory Board

## A new FIWARE Body



**Why:** Support the BoD in its forward looking decisions with the aim to contribute to shaping the FIWARE Technology as scientific excellence.

**Who:** A team of worldwide knowledgeable experts in Computer Science and related fields able to contribute in:

- Technology Trends
- Adoption as such
  - Scientific Concerns
  - Social Concerns
- Adoption in different sectors.



**What:** Continuously explore and identify ground-breaking/cutting edge research and innovations in fields like Open and Citizen Science, Big Data, Context Information Management, Standardization of Interfaces and Standard Data Models, Artificial Intelligence, Blockchain/DLTs, Digital Twin, Quantum Techniques, ...  
...and any other with the potential of impacting the FIWARE ecosystem.



# FISAB - FIWARE's new Scientific Advisory Board



Dr. Niall Aughney



Prof. Antonello Monti



Prof. Luis Muñoz



Prof. Antonio Skarmeta



Prof. Nejib Moalla



Prof. Joaquín Salvachúa



Prof. Paolo Traverso

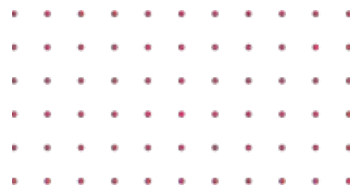


Get the flyer to meet all FISAB members:

[https://www.fiware.org/wp-content/uploads/FISAB\\_WhosWho.pdf](https://www.fiware.org/wp-content/uploads/FISAB_WhosWho.pdf)



# FIWARE now in Academic Lecture Plans: Supporting Professors and Students



## Achievements and Next Steps :

- FIWARE is in contact with >50 universities.
- 10 universities are already planning the integration of FIWARE in their courses.

## Additionally, virtual courses were arranged in 2021 by

- University of Milano Bicocca (Italy)
- University of Trento (Italy)

Throughout **2021, new agreements** will be signed with European and non-European universities that will bring FIWARE into university lecture plans

**FIWARE welcomes also interns** from our collaborating partner universities.



# FIWARE Accelerator Programme

## Hooking up Startups & SMEs with Investors & Accelerators



### BWCon

The leading business initiative for the promotion of the high-tech sectors in Baden-Württemberg (Germany).



### GATEWAY49

The new accelerator from the Lübeck Technology Center for innovative startups in Lübeck and beyond.



### Innoloft

Innoloft is building a B2B tech ecosystem empowered by a network of different organizations.



### Polo Tecnologico

NTP is an integrated and structured system whose key word is innovation based in Novacchio (Pisa, Italy).



### Wobcom

Part of the Stadtwerke Wolfsburg AG, providers of telecommunication and infrastructures.



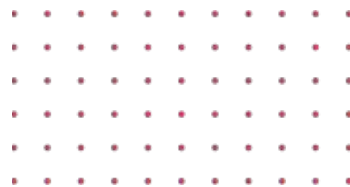
### Zabala

Independent international consulting firm founded in 1986, leader in Spain in Innovation Management.



# FIWARE Accelerator Programme

## Hooking up Startups & SMEs with Investors & Accelerators



**Launched in July 2020: 11 months of business activities**

- **40+ Startups, SMEs and 10+ Accelerators** are in contact with the FIWARE Accelerator.
- **We organise workshops on FIWARE technologies** and provide opportunities to SMEs and Startups to connect to partner incubators and accelerators (e.g. [Gateway49](#); [Polo Tecnologico Navacchio](#))
- **Partnership with Accelerators/mutual promotion activities** in a variety of communication channels (e.g. [Press Release](#), Newsletters, Press Kit, Social Media, Publications, interview on media partner [CompassList](#)). Accelerator partners are constantly participating in the monthly Marketing Round-Up Call and **co-organise events** together with FIWARE (e.g. [Accelerator DAY](#))
- **Promotion of Open Calls** on [fiware.org](#) and Social Media to facilitate hooking up **Accelerators with Open Calls, SMEs and Startups** out of the FIWARE Community
- Integration of FIWARE technology with the **B2B platform of INNOLOFT**. Soon, it will be possible to create matches between the Startups in FIWARE Community and potential stakeholders/customers.



**ACCELERATOR PROGRAM**





# FIWARE CAMP GRAN CANARIA - by FiiHub

## Attention tech fans and developers!



**JUNE 16-18 (GMT+1)**

The FIWARE Camp Gran Canaria is an international meeting aimed at disseminating new trends and technological developments in FIWARE, as well as promoting their use.

The event is catered towards SMEs, startups and large companies that develop and market smart solutions based on open source platforms, as well as anyone (ie. students, public entities, professionals) who is interested in using or learning more about FIWARE technology.



**JOIN THE EVENT**

<https://www.eventbrite.es/e/fiware-camp-gran-canaria-2021-by-fiihub-tickets-152992704297>



**FULL AGENDA**

<https://fiihub.cidihub.org/en/fiwarecamp/>





# FIWARE & i4Trust training - Attention tech fans and developers!



**JOIN THE TRAINING**

**<https://www.eventbrite.com/e/fiware-i4trust-training-tickets-157832058937>**



## JUNE 21-25

The core part of this virtual training camp, running June 21-24 from 15:30 to 18:30, will equip you with the necessary skills to develop smart solutions powered by FIWARE: NGSI-LD, smart data models, IoT agents, .... Timing particularly suitable for Latam and US!

Extending this core part, the virtual training camp adds introductory and deep-dive sessions on how FIWARE and iSHARE technologies, brought together under the umbrella of the i4Trust initiative, can be combined to provide the means for the creation of Data Spaces





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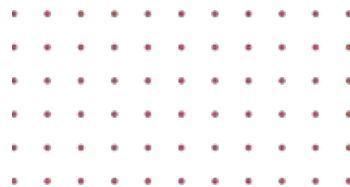
# MARKET READINESS of FIWARE TECHNOLOGY

We are setting Standards



# FIWARE Release 8.0

## That's WOW!



Relevant number of components already supporting NGSI-LD and enabling creation of NGSI-LD based architectures end2end

- Context Broker implementations
- IoT Agents
- Data Connectors

Components enabling integration with Blockchains and Distributed Ledgers

- Just need to configure the NGSI-LD transactions logged
- Multiple blockchains and DLT supported



Section focused on components for Data Spaces within FIWARE Catalogue which can be picked and integrated to build data spaces:

- Context Broker implementations
- Data Publication and Marketplace Services
- IDS Connector

**JOIN THE SESSIONS: A world of opportunities around FIWARE Release 8.0 !!**

**DAY 2, part I: 09:00am - 10:30am CEST**

**DAY 2, part II: 01:30pm - 03:00pm CEST**

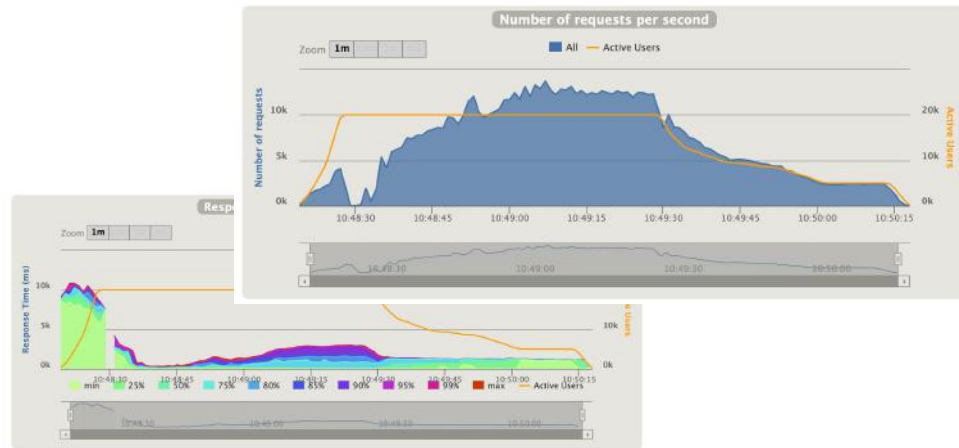


# FIWARE's Tech Performance Playing in the Premier League

A new FIWARE Community project has been started focused on delivering the best recipes for deploying FIWARE on K8s

Goal is to deliver the tools enabling a robust and scalable deployment of FIWARE architectures in high-demand production environments

Recipes are tested with performance load tests that show FIWARE is capable to reach a top level performance

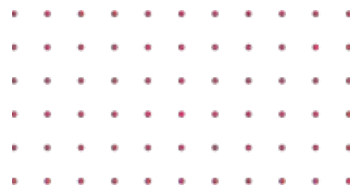


**JOIN THE SESSION: FIWARE Top Level Performance  
DAY 2 - 10:30 - 11:15 am CEST**



# Smart Data Models Initiative

## - setting a clear global footprint



Launched in Nov 2018 by FIWARE and TMForum

IUDX joined the initiative in 2020

600+ data models, 45+ subjects

OASC joining today this initiative for the Smart Cities domain

Available 4 languages (EN, FR, SP, DE)

website: [smartdatamodels.org](https://smartdatamodels.org)

Github: <https://github.com/smart-data-models>

Current domains: [Smart Cities](#), [Smart Agrifood](#), [Smart Water](#), [Smart Energy](#), [Smart Environment](#), [Smart Robotics](#), [Smart Sensoring](#), [Cross sector](#), [Smart Aeronautics](#), [Smart Destination](#)

New domain: [Smart Health](#)

New subjects: [Risk management](#), [COVID19](#), [Distributed Ledger Technology](#), [RoboticIndustrialActivities](#)

Coming:

- Integration with OpenStreetMap
- Robotic Operative System mapping

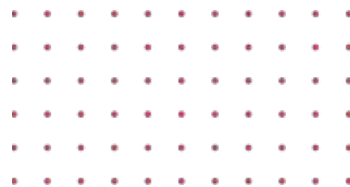


**JOIN THE SESSION**

**“SMART DATA MODELS”: DAY 2 - 6pm CEST**



# i4Trust, boosting the creation of data spaces



2

Open Calls

32

Bottom Up Experiments

3,2 M

Equity-free Funding

9

Months Mentoring

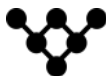
150 SMEs

32 DIHS

9 Month customized mentoring programme



Implementation



i4Trust technology  
framework



Workforce  
re/up-skilling



Legal, operations,  
technical, and business



Lump sum ranging from  
€72,000 to €120,000

## Open Call Webinar



Register for our  
live webinar on  
22 June 2021!

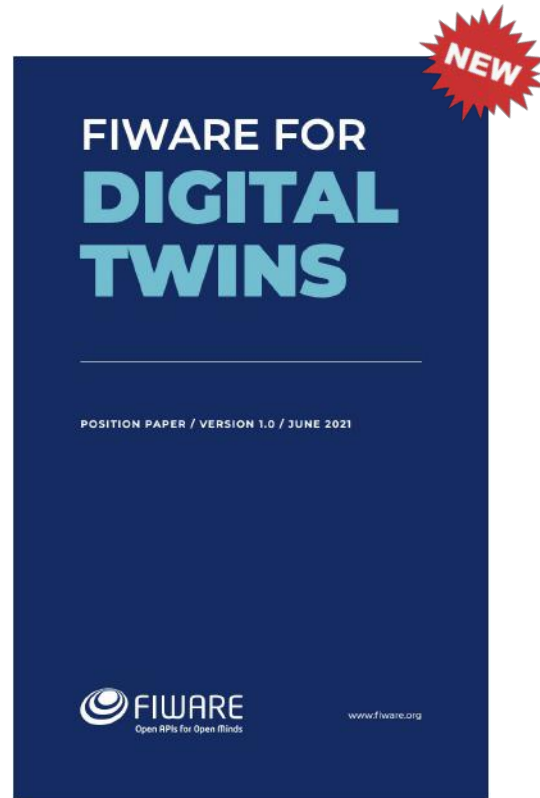
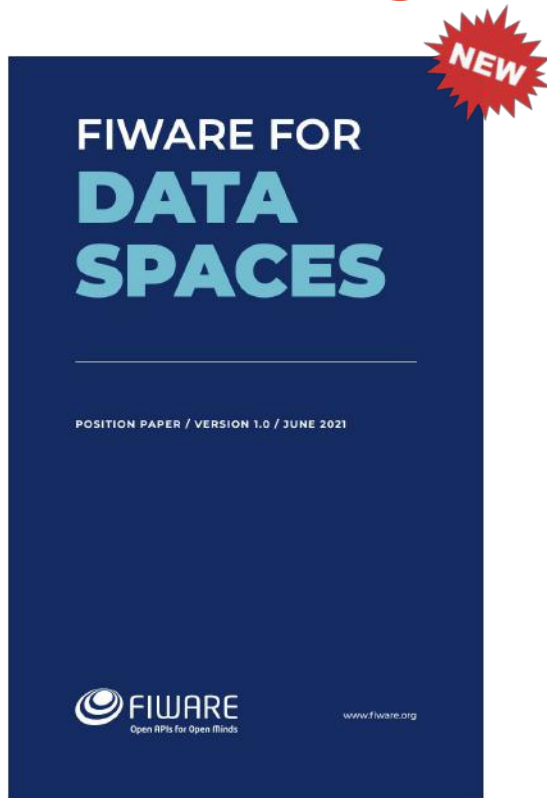
<https://register.gotowebinar.com/register/6032151002993244687>



Submission Starts: May 12, 2021 - 10:00 CEST  
Submission Deadline: September 6, 2021 - 14:00 CEST



# Position Papers in two key areas: Data Space and Digital Twins



# FIWARE goes global with AI



- AI Marketplace with EU reach
- Market launch together with FIWARE
- FIWARE AI DAY, May 27
- 1st global AI White Paper Launch during AI Session, June 9



## A stellar lineup of global, renowned contributors

- **Emanuele Bompan** (Renewable Matter Magazine);
- **Matthew James Bailey** (Author);
- **Sonia Tovar, Andrea Gómez**, PhD, **Antonio J. Jara** (HOPU);
- **Jim Craig**, and **Leslie Hawthorn** (Red Hat);
- **Mathias Petri**, PhD, and **Michael Falkenthal** (StoneOne);
- **Andrea Chiancone** (WiseTown);
- **Franck Le Gall** (EGM);
- **Juanjo Hierro** (FIWARE Foundation and i4Trust Project);
- **Salome Leßmann** (it's OWL Cluster Management/ AI Marketplace Project);

**Dozens of endorsing statements from high level industry experts from worldwide.**

**JOIN THE SESSION: ARTIFICIAL INTELLIGENCE  
DAY 2 - 7:30-8:30 pm CEST**





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## DOMAINS STRATEGY

Smart Cities, Industry, AgriFood, Energy - and...  
FIWARE departing with a 5th focus vertical: Water



# FIWARE Mission Support Committees

Smart Cities, Smart Industry,  
Smart AgriFood, Smart Energy



# SMART CITIES - Chairs / Vice Chairs



**Roberto Di Bernardo**  
**Co-Chair**

Engineering  
Ingegneria  
Informatica S.p.A.  
Head of Open  
Government R&D  
Group



**Pierre Golz**  
**Co-Chair**

City of Herne  
CDO  
Office for Digitisation



**Arjen Hof**  
**Co-Chair**

WeCity  
CTO

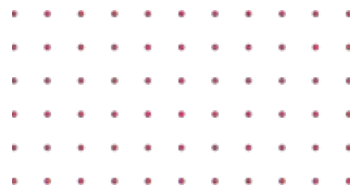


**Antonio Jara**  
**Co-Chair**

HOPU  
CEO



# SMART CITIES - Milestones



## Great Achievements - last 12 months

- **Charter ready for revision**
- Survey of FIWARE Smart Cities success stories
- 1st edition of [FIWARE4Cities Booklet](#) is out!
- Growing Smart Cities in LATAM
- Definition of more than 50 data models for Smart Cities domain within the Smart Data Models initiative
- Contribution to FIWARE Mobility Days
- Mobility use-case confirmed for GAIA-X

## Upcoming Highlights - next 12 months

- **Position Paper** - SC vision & value prop
- Extension of FIWARE Position Papers on Data Spaces
- Definition of standard Common Information Models compatible with the FIWARE NGSI API for SC
- Create a Data Publication Portal
- Foster cooperation between FIWARE, Cities and Schools for digital education
- Support development of existing partnerships
- Grow number of cities adopting FIWARE



# Berlin Tegel to become a Smart City

## The “Berlin Tegel Project”

The former **Berlin-Tegel Airport** is making room for **Berlin**. On its 500-hectare grounds, **Berlin TXL** – the Urban Tech Republic, a research and industrial park for urban technologies, Schumacher Quartier, a **new** residential district, as well as a 200-hectare landscape zone will be developed.

**A FIWARE based platform will be the integration platform for all Data and Context Information from different sectors.**



Session “SMART CITIES”:  
DAY 1, 10:30 - 12:00 pm CEST



# SMART INDUSTRY - Chairs / Vice Chairs



**Dr. Ernő Kovacs**  
**Co-Chair**

NEC Labs Europe  
Senior Manager for  
“IoT Platform  
Research”



**Angelo Marguglio**  
**Co-Chair**

Engineering Ingegneria  
Informatica S.p.A.  
Head of “Smart Industry  
and Agrifood” R&D Unit





# SMART INDUSTRY - Milestones



## Great Achievements - last 12 months

- Consolidated the new **FIWARE Reference Architecture for Smart Industry**
- Evolved the **Grand Scenario** we are targeting, having now Smart Factory, Smart Product, Smart Supply Chain, but also tackling the Cross-Sector dimension
- **Stimulate the Smart Industry** community and use cases

## Upcoming Highlights - next 12 months

- Extend the concept of **System-of-Systems** toward new dimensions of interoperability and Data Spaces creation.
- Support the **Twin Transition** of the manufacturing industry in Europe by **moving beyond Digital Platforms and the concepts of Industry 4.0**, embracing new technologies and new challenges (Digital Twin at edge, advanced robotics, AI/ML for industry 4.0, Manufacturing Data Space, ...)



# SMART AGRIFOOD - Chairs / Vice Chairs



**Andrea Cruciani**  
Chairman

TeamDev  
CEO & Co-founder



**Harald Sundmaeker**  
Vice-chair

ATB Bremen  
Senior Researcher



**Philippe Cousin**  
Vice-chair

EGM  
CEO & Founder





# SMART AGRIFOOD - Milestones



## Great Achievements - last 12 months

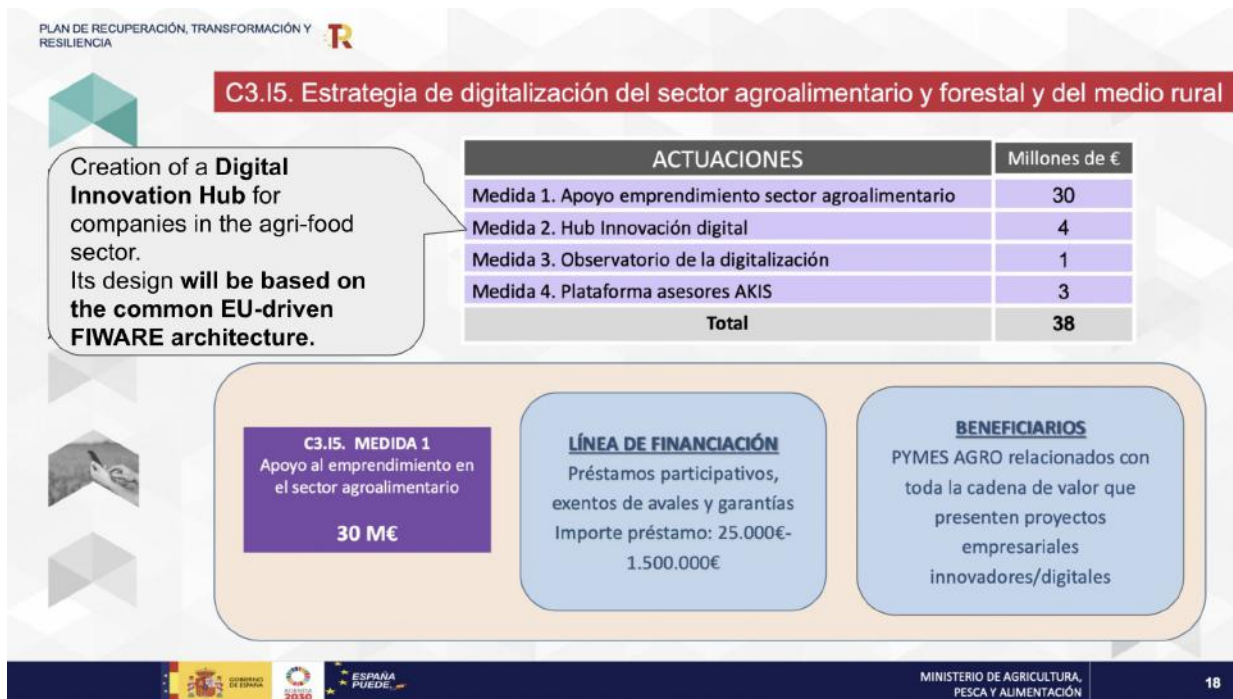
- Communicating insights on AgroEcology
- FIWARE Vertical Domain Application series: AgroGateways
- FIWARE incubated enabler: CoatRack for service monetization
- Presenting diverse use cases of FIWARE powered solutions in the IoT catalogue ([www.iot-catalogue.com](http://www.iot-catalogue.com))
- Monthly meetings of the MSC

## Upcoming Highlights - next 12 months

- AgriFood Data Spaces
- AgriContractor Gateway
- Working on Interoperability based on shared data models
- Collect and promote new domain Success Stories
- Contributing to the work on interoperability as initiative of several ongoing research and innovation projects



# SMART AGRIFOOD - FIWARE as a reference in national programs



# SMART ENERGY - Chairs / Vice Chairs



**Prof. Antonello  
Monti**  
**Chairman MSC**

RWTH  
Professor

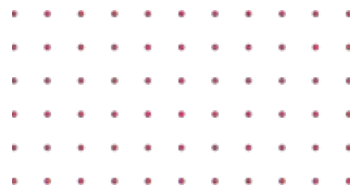


**Gianluca Dianese**  
**Vice-Chair MSC**

IDEASFORUM  
FIWARE iHub  
Director



# SMART ENERGY - Milestones



## Great Achievements - last 12 months

- Strengthening the cooperation with Linux Foundation for the Energy Program (LFE).
- Development of project for the implementation of a regional clean Energy Program for a German state.

## Upcoming Highlights - next 12 months

- Strengthening the cooperation with International DSOs to promote the role of NGSI-LD as one of the standards to integrate the smart grids of the future.
- Designing a series of projects to continue promoting the use of FIWARE technologies for the development of Local Energy Communities.





# FIWARE for SMART WATER

FIWARE departing with a 5th focus vertical: Water



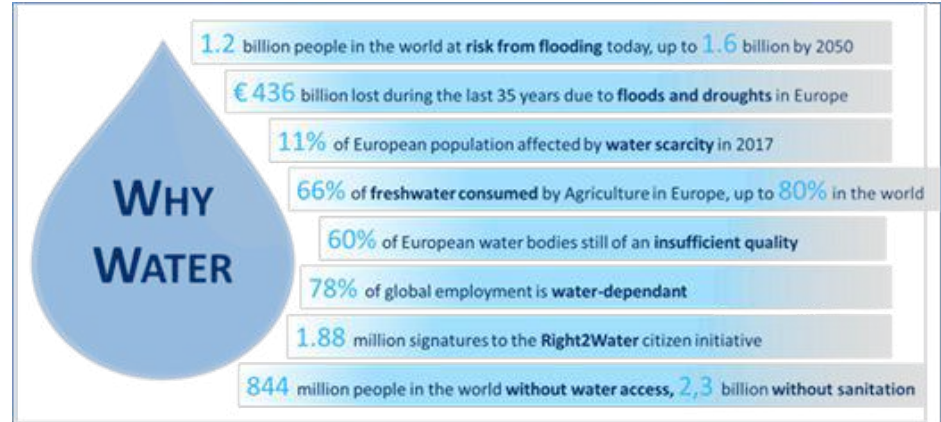
# Why Smart Water?

## CHALLENGES

- Complex and fragmented landscape
- Very low digitised sector
- Unsatisfying implementation of EU water related policies
- Lack of Standards at EU Level

## OPPORTUNITIES

- Open Source
- Smart Data Models
- Standards for Water Management
- Supporting Agrifood, Industry, Cities, Energy



Horizon Europe / Pillar 2 / Cluster 6-  
Candidates European Partnership  
WATER4ALL: Water Security for the Planet

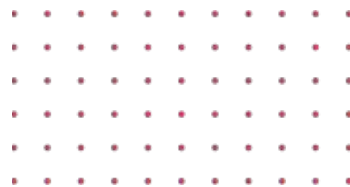


Source EU - June, 2020 - European Partnership for Water4All: Water security for the planet



# FIWARE for SMART WATER

## A next strategic move and opportunity



Moving ahead diving into the digital transformation of the water sector and demonstrating FIWARE capabilities and potential for both the water sector and end users



Support achievement of the water-related SDGs

**SDG6** clean water  
**SDG14** Life below water  
**SDG15** Life on Land  
**SDG13** Climate action  
**SDG2** No hunger



Main driver for the development, promotion and dissemination of innovation for the digital transformation of the water sector



FIWARE4Water, Aqua3S, Digital Water City, NAIADES and SCORE Water joint effort as DigitalWater2020 synergy group



# Be part of the creation of FIWARE's WATER Mission Support Committee

Want to make part of the group that will influence, form and guide FIWARE's road to success in WATER in a collaborate and co-creative way?

Send your interest to [fernando.lopez@fiware.org](mailto:fernando.lopez@fiware.org)  
FIWARE Cloud & Platform Senior Expert,  
FIWARE Foundation

Join Session "DEEP DIVE SMART WATER":  
DAY 1, 4:30 - 6:00 pm CEST







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# GLOBALIZATION STRATEGY

FIWARE active on all Continents



# United We Thrive!

## FIWARE & IDSA - live Signing Ceremony

**VISION:** Amplify the fruitful collaboration in Architectures for Data-Driven Ecosystems and contribute jointly to Open Standards for the Data Economy of the Future.

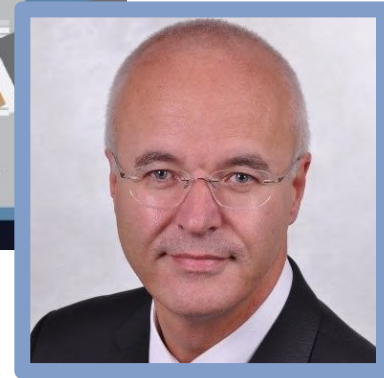
### WHAT's NEXT:

- Press Release
- Comprehensive architecture interoperability
- Close cooperation in the creation of Data Spaces based on GAIA-X
- Engage each other in Digital Europe and Horizon Europe



**Lars Nagel**

CEO IDSA  
GAIA-X AISBL: Member  
of the Board



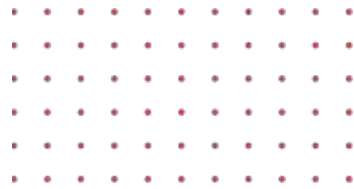
**Ulrich Ahle**

CEO FIWARE Foundation



# United We Thrive!

## FIWARE & OASC - live Signing Ceremony



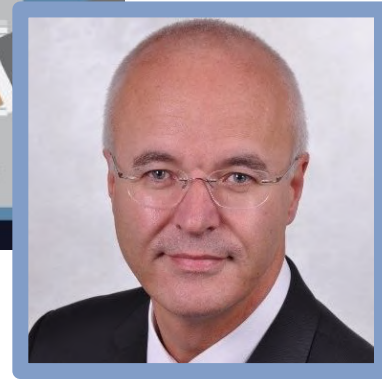
**VISION:** Long-lasting and sustainable partnership related to advancing and supporting cities & communities in their digital transformation.

### WHAT's NEXT:

- Press Release
- Cooperate in Smart Data Models
- Engage each other in Digital Europe and Horizon Europe
- Organise joint workshops and events



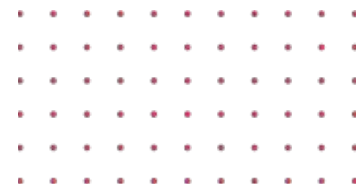
**Davor Meersman**  
CEO OASC



**Ulrich Ahle**  
CEO FIWARE Foundation



# News from IUDX in India



Shri Hardeep S Puri  
Minister of State (I/C)-Housing  
and Urban Affairs



Shri Ravi Shankar Prasad  
Minister of Electronics and  
Information Technology



Shri Durga Shanker Mishra  
Secretary, Ministry of Housing  
and Urban Affairs



Shri Ajay Prakash Sawhney  
Secretary, Ministry of  
Electronics and Information  
Technology

## We invite you to **Launch of Digital Initiatives**

National Urban Digital Mission (NUDM)  
India Urban Data eXchange (IUDX)  
Smart Cities Mission Website 2.0  
Geospatial Management Information System (GMIS)  
SmartCode Platform



23<sup>rd</sup> February 2021



15:30 - 16:30 IST



# Analysts Collaboration - an example with Gartner



- **Speaker engagements** with FIWARE @ Gartner
- **Key Notes**, e.g. at FIWARE Smart Cities DAY (2020):
- **Voices from the Industry:** FIWARE Smart Cities Top Global Reference Booklet



The image displays three promotional materials for Bettina Tratz-Ryan, Research Vice President at Gartner. The top material is a booklet titled 'FIWARE4CITIES / Ed. 1' with the subtitle 'Voices from the industry Europe'. It features a circular portrait of Bettina Tratz-Ryan and a quote: 'The days when a city's government – or even its digitalization organization – could undertake a smart city project on its own are long gone. That siloed approach has been rendered obsolete by sweeping social, economic and technological changes. And while it might be adequate in itself, it clearly won't scale. True smart city development can only be achieved via urban ecosystems involving a broad range of stakeholders. Cities in mature economies, are determined decisions. Their voices have, of COVID-19 pandemic.' The bottom-left material is a purple booklet titled 'FIWARE Smart Cities DAY' with the subtitle 'Keynote Speech: Developing a Data Smart City Strategy'. It features a circular portrait of Bettina Tratz-Ryan and her name and title. The bottom-right material is a circular graphic for the 'FIWARE Global Summit' featuring Bettina Tratz-Ryan. It includes the text 'Málaga, Spain 23-24 June, 2020 #FIWARESummit20' and a note at the bottom: '\*planned, postponed due to COVID measures'. The FIWARE logo is present at the bottom of all three materials.

FIWARE4CITIES / Ed. 1

Voices from the industry  
**Europe**  
Bettina Tratz-Ryan  
Research Vice-President,  
Gartner

The days when a city's government – or even its digitalization organization – could undertake a smart city project on its own are long gone. That siloed approach has been rendered obsolete by sweeping social, economic and technological changes. And while it might be adequate in itself, it clearly won't scale. True smart city development can only be achieved via urban ecosystems involving a broad range of stakeholders. Cities in mature economies, are determined decisions. Their voices have, of COVID-19 pandemic.

FIWARE Smart Cities DAY  
Keynote Speech:  
Developing a Data Smart City Strategy  
**BETTINA TRATZ-RYAN**  
Research Vice President, Gartner

FIWARE Global Summit  
Bettina Tratz-Ryan  
Vice President Research,  
Gartner's Industry  
Research Team  
Málaga, Spain  
23-24 June, 2020  
#FIWARESummit20

\*planned, postponed due to COVID measures

FIWARE  
Towards a Sustainable Single Market of Smart City Solutions  
05 November 2020, 14:00-16:30 (CEST)

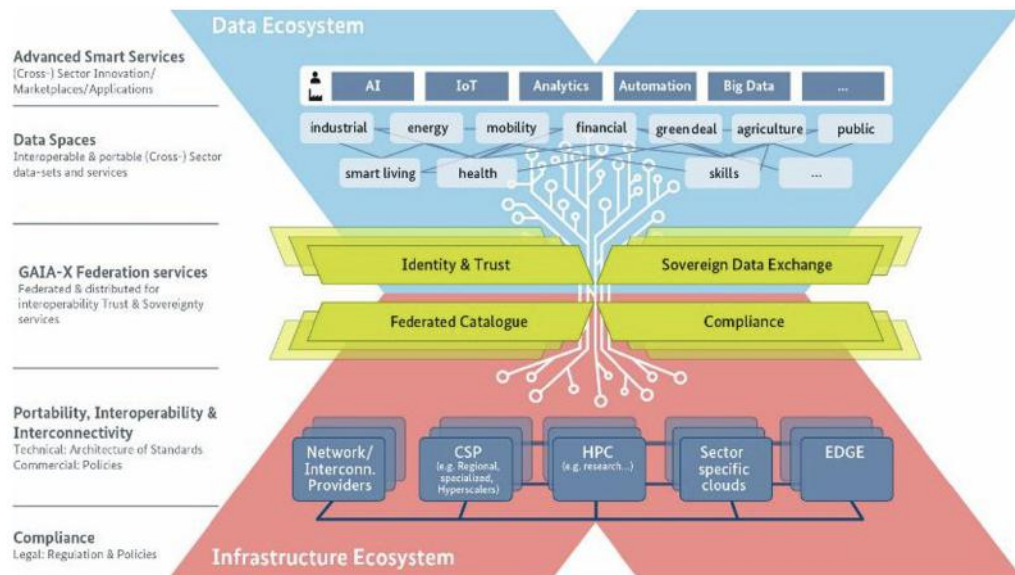


# GAIA-X

## With FIWARE as a Day-1 member



- Providing FIWARE building blocks for the creation of Data Spaces
- New Positioning Paper 'FIWARE for Data Spaces'
- Active in nearly all GAIA-X working groups
- Heading the Smart City Domain in the German GAIA-X Hub
- Dario Avallone elected to the Board of Directors of GAIA-X





# Hack your way to FIWARE 3 international Hackathons

## F4W



*-Just launched -  
Deadline: July 1*

Join the competition with three different challenges for data scientists and data analysts to show how real time data can be used to support better water management services.

[APPLY NOW](#)

## CEFAT4Cities



*-Just around the corner -Launch  
July 2021- Deadline February 2022*

Developing applications in the sector of Smart Cities and Open Data. By using the **Context Broker** and **eTranslate Building Blocks**, FIWARE Foundation will run one of the challenges of this hackathon in cooperation with **Berlin Tegel Project**.

## Mobility Hackathon FIWARE - EADAG - IOTA



*-Getting ready for November-*

This hackathon aims to develop solutions for the automotive and mechanical engineering industry using open source software components, also integrating technology offered by **IOTA**, **EDAG** and **FIWARE**.





# FIWARE STRATEGY

1

GROWTH

2

MARKET

...

3

DOMAINS

4

GLOBAL-  
LIZATION





# FIWARE Foundation strategy in a nutshell



## 1 GROWTH of the FIWARE ecosystem

- Enhance the number of organizations using FIWARE for their solutions and services
  - Large corporates for global reach
  - Startups and SMEs for innovative solutions
  - Developers / Universities for technology excellence
- Increase number of core developers
- Growing Marketplace to increase FIWARE adoption
- Increase number of references to enable reference selling
- Utilize Mission Support Committees, IHubs and partners
- Grow the number of members

## 2 MARKET READINESS of the technology

- Manage the quality, performance and scalability of the Generic and add Specific Enablers
- Portfolio management of Generic Enablers (Technical Roadmap)
- Participate in funded projects to enhance the functionality
- Simplify the access to FIWARE technology for developers
- Provide access to the technology using the FIWARE Lab infrastructure
- Provide a continuous integration environment
- Provide regular technical deep dive session
- Certify 'Powered by FIWARE'

## 3 DOMAINS Strategy

- Further push Smart City (incl. sub segments) as the flagship vertical of FIWARE and utilize standardization successes like NGSI-LD or CEF Building Block Context Broker
- Develop FIWARE into Smart Industry globally together with strong domain partners
- Join Forces in Smart Energy together with the Linux Foundation
- Use existing success stories to increase the adoption of FIWARE in target industries like Smart AgriFood
- Add Smart Water from June 2021 on as a new focus segment

## 4 GLOBALIZATION Strategy

- Partner with existing members for global regions
- Attract large corporates headquartered outside of Europe as multiplier for FIWARE in their home regions
- Utilize FIWARE iHubs for the globalization
- Foster analyst relations to increase global awareness
- Join global events to increase the awareness about FIWARE
- Increase partnership with global organization like TM Forum, World Bank or World Economic Forum
- Use policy making also outside of Europe

Driven by a growth oriented team, value add driven organization and thought leadership



# WE CO-CREATE - WE WIN-WIN

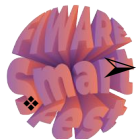
How Marketing further sets the pace to top visibility and brand extension: for FIWARE and its partner and members



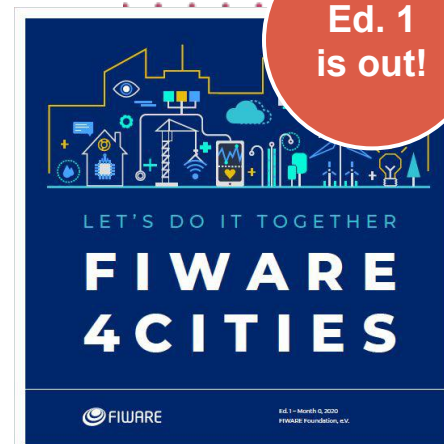
# FIWARE's new Smart Cities Catalogue Smart Cities Booklet, ed.01

The first edition of the booklet launched in May 2021:

- ❖ This time: **36** cities, **41** solutions, **13** countries
- ❖ Learn from real solutions running on FIWARE technology
- ❖ Forewords and driving voices from recognized thought leaders like
  - **Jason Whittet**, Digital Innovation Lead Smart Cities, Amazon Web Service
  - **Renato de Castro**, Smart City Expert and Author of "City SmartUp"
  - **Bettina Tratz-Ryan**, Research Vice-President, Gartner



Join Session "SMART CITIES":  
DAY 1, 10:30 - 12:00 pm CEST

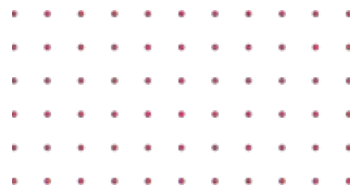


Ed. 1  
is out!



Download for free: [www.fiware.org/marketing-material](http://www.fiware.org/marketing-material)

# Smart Cities Booklet: ed.02 upcoming!



BE PART OF THE NEXT EDITION & OUR  
ONLINE CATALOGUE SOON ON FIWARE.ORG

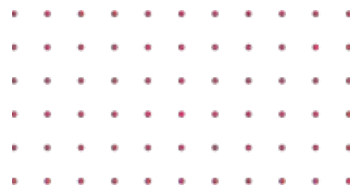


Ed. 2  
up-  
coming

Get into ed.02: contact [max.kleinsorg@fiware.org](mailto:max.kleinsorg@fiware.org)  
before June 30, 2021



# Mobility White Paper is out!



Ed. 1  
is out!

Join Session “SMART CITIES”:  
DAY 1, 10:30 - 12:00 pm CEST



The Smart MaaS White Paper got realized created in collaboration with

**Better Mobility**

**Cleopa**

**DFKI, FIWARE Foundation, Fraunhofer**

**IESE**

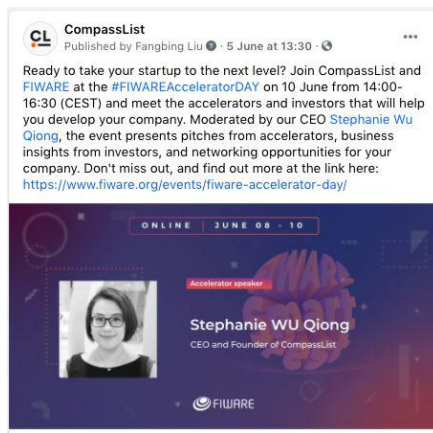
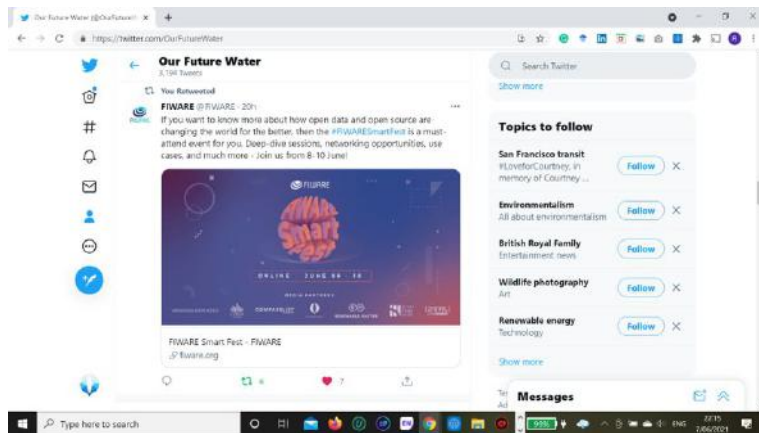
**regio iT**

**Smart Cities Lab**

including forewords from leading experts in the field to explore how Smart Mobility-as-a-Service (Smart MaaS) can meet the challenges of transforming cities into smart, resilient, inclusive and sustainable ones.



# Media Partners @ FIWARE SMART FEST



## You can meet some of our Media Partners also during the FIWARE SMART FEST

- **Emanuele Bompan** (Editor-in-chief, Renewable Matter): “Climate, Green, and Circular Economy Deep Dive Session”;
- **Stephanie WU Qiong** (CEO & Founder, CompassList) moderates the FIWARE Accelerator’s Day;
- **Will Green** (Corporate Programming Director, Business Reporter), joins the live “United We Thrive” sessions.





# Co-creation ventures non-stop with all FIWARE Community

**FIWARE Foundation** cosigned an article with **Albert Seubers**, Global Strategy Director Smart X at **Atos** on why digital twins are one of smart cities most valuable technologies so long as they can be sufficiently maximised.

**JOIN SESSIONS "UNITED WE THRIVE":  
DAY 2 from 11:15**

On May 12, FIWARE, iSHARE and FundingBox jointly launched the **i4Trust Open Call Press Release**.

**MORE: DAY 3, from 15:45**



## What's there?

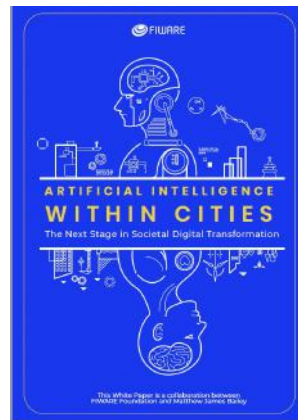
- ❖ **June 01:** Features on Business Reporter & 17 global goals webpages;
- ❖ **June 03:** Nivid Technologies and the TOKEN project featured on Business Reporter's Smart Cities Report;

## What's coming up next?

- ❖ **June 09:** Joint White Paper on AI featuring 9 cases from the FIWARE Community;
- ❖ **June 12:** EGM and FIWARE joint article published on smartcitiesworld.net;
- ❖ **June 15:** Double spread on Bloomberg.com!

**BUSINESS REPORTER**

# Bloomberg



*Cover page's exclusive sneak preview*



# Edition 5.0 of “Fighting Climate Change with FIWARE” is out today!

We started our journey with Climate & Green Economy in December 2019 at **COP25** along side numerous FIWARE Community members.

Since then, we have run

- numerous relevant **FIWARE DAYS**, incl.
- FIWARE Circular Economy DAY
- FIWARE Green Economy DAY

**The 5th edition brings many news:**

- **35+ concrete FIWARE solutions** and initiatives
- now including Connected Canteens, CO2 Marketplace, FIWOO, FISMEP, and Smart MaaS





# FIWARE MEMBER MATCHMAKING

## A new collaboration model is born



**For the very first time**, FIWARE hold a Member Matchmaking event allowing direct access to business and tech leaders of a Platinum member!

We started this very exclusive new series - for **FIWARE members only (!)** - May 26 with 40 participants. Next one coming soon!

### THE AGENDA

**15:00 - 15:20** — Main Plenary with **Cristina Brandstetter** (CMO, FIWARE Foundation) and **Jim Craig** (Senior Product Manager, Red Hat)

**15:20 - 16:10** — "Business and Technical Opportunities"

- Business & Partner Programmes with **Leslie Hawthorn** (Manager - Vertical Community Strategy, Red Hat)
- Technical with **Shashin Shinde** (EMEA Technical Business Dev Manager, Red Hat)
- Partner Programme with **Christina Williams** (Cloud & Service Providers Partner Alliance Mgr., Red Hat)

**16:10 - 16:20** — Break

**16:20 - 17:00** — "Working Together to Solve Big Challenges"









- Green Deal with **Jim Craig** (Senior Product Manager, Red Hat)
- GAIA-X with **Michael Leibfried** (Senior Specialised Solution Architect and Strategic Engagements, Red Hat)

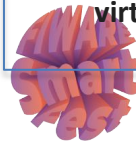
**17:00 - 17:50** — "Domain/Virtual Round Table Discussions"

- Industry 4.0 (Manufacturing and Mobility) with **Wolfram Richter** (Manager Chief Architects Germany, Red Hat) and **Nischal Muchakani** (Automotive Ecosystem Business Development, Red Hat)
- Utilities Energy/Water/Telco with **E.G Nadhan** (Chief Architect and Strategist, North America, Red Hat) and **Chris Thornton** (Releasing capability at the edge, Red Hat),
- Smart Regions (Cities, Tourism) including Agrifood with **Luca Gabella** (EMEA Edge Computing & IoT Lead, Red Hat)
- Partner Programme with **Christina Williams**

**17:50 - 18:00** — Closing: The Path to Benefits, Events, and Engagement Opportunities with Red Hat

# We are back - Live on Stage from Fall!

SMART WATER	SMART ENERGY/CLIM	SMART AGRIFOOD	SMART INDUSTRY	SMART CITIES/eGov/MOBILITY		
  <b>Aug 31–Sep 2</b> Exeter UK  virtual only	  <b>Sep 29-30</b> Málaga SPAIN  	  <b>Sep 30-Oct1</b> Málaga SPAIN  	<b>IOT SOLUTIONS</b> WORLD CONGRESS  <b>Oct 5-7</b> Barcelona SPAIN  f2f	  <b>Oct 11-15</b> Hamburg GERMANY  f2f, hybrid?	  <b>Oct 26-28</b> Berlin GERMANY  hybrid	  <b>Nov 16-18</b> Barcelona SPAIN  hybrid
<b>Aug 30</b> <b>(Monday)</b> <b>FIWARE</b> <b>WATER</b> <b>SUMMIT</b> virtual	<b>Sep 28</b> <b>(Tuesday)</b> <b>FIWARE</b> <b>ENERGY</b> <b>SUMMIT</b> hybrid	<b>Sep 29</b> <b>(Wednesday)</b> <b>FIWARE</b> <b>AGRIFOOD</b> <b>SUMMIT</b> hybrid	<b>Oct 4</b> <b>(Monday)</b> <b>FIWARE</b> <b>INDUSTRY</b> <b>SUMMIT</b> hybrid	<b>Oct 14 ?</b> <b>(Thursday)</b> <b>FIWARE</b> <b>MOBILITY</b> <b>SUMMIT</b> hybrid	<b>Oct 25</b> <b>(Monday)</b> <b>FIWARE</b> <b>SMART CITIES /</b> <b>eGOV</b> <b>SUMMIT</b> hybrid	<b>Nov 15</b> <b>(Monday)</b> <b>FIWARE</b> <b>SMART CITIES</b> <b>SUMMIT</b> hybrid



# FIWARE SMART WORLD on Tour

**Join the FIWARE Smart World built by Lego® bricks Tour 2021!**

FIWARE will tour several fairs and events from beginning September\*.  
Join us in FIWARE's journey into a smarter world of the future!



\*Subject to change following  
COVID-related measures.

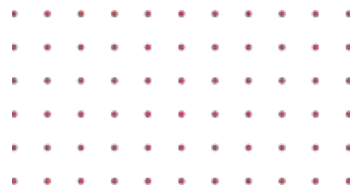
EVENT/LOCATION	STATUS	PLANNED DATE OF EXHIBITION
Digital Week Kiel	PLANNED	12. - 19.09.2021
IOTSWC Barcelona	PENDING	05. - 07.10.2021
ITS Hamburg	CONFIRMED	11. - 15.10.2021
SCCON Berlin	CONFIRMED	26. - 28.10.2021
SCEWC Barcelona	CONFIRMED	16. - 18.11.2021
Forum Digital Technologies Berlin	CONFIRMED	20.11. - 01.02.2022



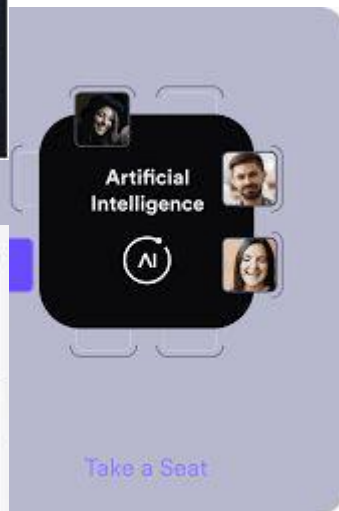
Want to exhibit with this demonstrator or want to add a module built by  
Lego bricks into it? This is your direct contact: [Max Kleinsorg](#)



# ENGAGE - ENGAGE - ENGAGE on our AirMeet Platform



## Table Discussions all day long on AirMeet



## Discuss with your Peers

- Discuss with some peers about certain topics: Just go to “Social Lounge”, pick the table you like and click on one seat to “sit down”.
- You can also move between tables.

## Speed Network is your 1-to-1 contact

- Speed meetings automatically matches you with the peer you like and allows you to interact with one single person.

# Agenda Overview

DAY 01	DAY 02	DAY 03
<p>09:00 - 10:30 + <b>GRAND OPENING</b></p> <p>10:30 - 12:00 + <b>DEEP DIVE: SMART CITIES AND MOBILITY</b></p> <p>12:00 - 13:30 + <b>DEEP DIVE: SMART INDUSTRY</b></p> <p>13:30 - 15:00 + <b>DEEP DIVE: SMART AGRIFOOD</b></p> <p>15:00 - 16:30 + <b>DEEP DIVE: SMART ENERGY</b></p> <p>16:30 - 18:00 + <b>DEEP DIVE: SMART WATER</b></p> <p>18:00 - 19:30 + <b>DEEP DIVE: CLIMATE, GREEN &amp; CIRCULAR ECONOMY</b></p> <p>19:30 - 21:00 + <b>DEEP DIVE: SMART TOURISM &amp; SMART DESTINATION</b></p> <p>21:00 - 22:30 + <b>DEEP DIVE: FIWARE IN NORTH AMERICA</b></p>	<p>09:00 - 10:30 + <b>A WORLD OF OPPORTUNITIES WITH FIWARE RELEASE 8.0 (PART 1)</b></p> <p>10:30 - 11:15 + <b>FIWARE TOP LEVEL PERFORMANCE</b></p> <p>11:15 - 12:00 + <b>UNITED WE THRIVE: HOW TO BECOME A FIWARE EVANGELIST</b></p> <p>12:00 - 12:45 + <b>UNITED WE THRIVE: NEW CAMPAIGNS &amp; OPPORTUNITIES WITH FIWARE MARKETING</b></p> <p>12:45 - 13:30 + <b>UNITED WE THRIVE: HOW TO CREATE A FIWARE IHUB</b></p> <p>13:30 - 15:00 + <b>A WORLD OF OPPORTUNITIES WITH FIWARE RELEASE 8.0 (PART 2)</b> Use cases, cross-domain insights From all continents</p> <p>15:00 - 16:30 + <b>GAIA-X, DATA SOVEREIGNTY, DATA SPACES NEWS WITH FIWARE.</b> Panel with IDSA, OASC, GAIA-X, DTC,...</p> <p>16:30 - 17:15 + <b>USE CASES: DIGITAL TWIN</b></p> <p>17:15 - 18:00 + <b>USE CASES: ROBOTICS</b></p> <p>18:00 - 18:45 + <b>USE CASES: SMART DATA MODELS</b></p> <p>18:45 - 19:30 + <b>USE CASES: BLOCKCHAIN</b></p> <p>19:30 - 20:15 + <b>USE CASES: AI</b></p> <p>20:15 - 21:00 + <b>FISAB - FIWARE SCIENTIFIC ADVISORY BOARD</b></p> <p>21:00 - 21:45 + <b>FIWARE ACADEMY &amp; UNIVERSITY ROADSHOW</b></p> <p>21:45 - 23:00 + <b>DEEP DIVE: FIWARE IN LATAM</b> (Program in Spanish language)</p>	<p>09:00 - 10:30 + <b>MEMBER-ONLY SESSION</b> Collaboration Opps/Open calls</p> <p>Followed by a 2.5 hours interactive Open Table Discussions with our Partner, Members, System Integrators, University Partners, Media Partners, and also FIWARE Management.</p> <p>10:30 - 11:00 + <b>FIWARE OUTLOOK</b> What's hot? What's next?</p> <p>11:00 - 13:30 + <b>OPEN TABLE DISCUSSION</b></p> <p>13:30 - 14:00 + <b>BREAK</b></p> <p>14:00 - 15:45 + <b>ACCELERATOR DAY</b></p> <p>15:45 - 16:30 + <b>I4TRUST OPEN CALLS &amp; ACCELERATORS</b></p> <p><b>WEEK AFTER: FIWARE CAMP</b> (An initiative of FiiHub Gran Canaria)</p> <p>Training Program for Startups, SMEs, and the FIWARE Developers Tribe</p>



# Not yet a FIWARE member? ...here is how you can join!

Discover our packages and explore your benefits!  
Find all you need to know in our  
[FIWARE Membership Brochure](#).

Check it out here: [www.fiware.org/join](http://www.fiware.org/join)



# DON'T MISS ONE SINGLE THING!

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GitHub





# Have a exciting and engaging FIWARE SMART FEST

Want to engage more? Drop us a line: [press.office@fiware.org](mailto:press.office@fiware.org)

## MEDIA PARTNERS

BUSINESS REPORTER



COMPASSLIST

