ICT-28-2018:
Future Hyper-connected Sociality

HORIZON2020 WP 2018-20

DG CONNECT European Commission

Facebook has more active citizens than any entity in the world

Facebook (2 Billion)

China (1.387 Billion)

India (1.340 Billion)

Whatsapp (1.2 Billion)

Youtube (+1 Billion)

Tencent (877.1 Million)

Instagram (+700 Million)

Tumblr (550 Million)

E.U (508 Million)

LinkedIn (+500 Million)

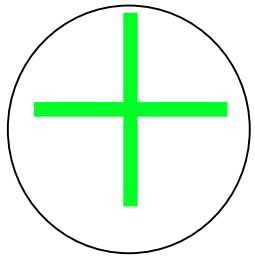Sources: We are Social , Statista, Eurostat, UN, Tencent, Facebook, Twitter, Google

Europe is 4th largest internet-based Social Media user population in the world

Percentage by region in comparison to its total population

NORTH AMERICA 66%

CENTRAL AMERICA 51%

SOUTH AMERICA 59%

GLOBAL AVERAGE: 37%

WEST EUROPE 54%

EAST EUROPE 44%

CENTRAL ASIA 7%

EAST ASIA 57%

MIDDLE EAST 38%

SOUTH ASIA 15%

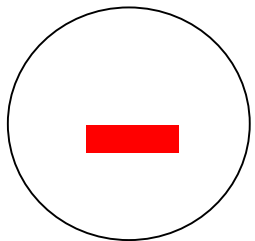SOUTHEAST ASIA 47%

AFRICA 14%

OCEANIA 52%

Situation in Europe

- EU talents in deep tech: AI, VR, IoT, crypto centers, blockchain, decentralised and embedded systems, IoT, and video gaming
- Specialised Social media platforms for video and music (e.g. Spotify, Viadeo, Skyrock.com), and professional / academia (e.g Xing, etwinning)

- no large scale European-based Social Media & Networks

Specific Challenge & Scope for ICT-28-2018

- <u>Foundation for next generation Social Media platforms</u> towards a "Global Social Sphere", based on peer-to-peer/decentralised, community approaches and free/open source principles, and integrating new technologies
- <u>Positive vision</u> as to the role of Social Media & Networks
- <u>Provide measures against fake news</u> and stimulate trust

- Enhance the role of prosumers, communities and small businesses
- Contribute to overcome the current concentration of power by central intermediaries

- Opening: 31/10/2017
- **Closing: 17/04/2018**

ICT-28-2018 – four subtopics, 21 MEUR

- **Trustful and Secure Data Ecosystem for SM (IA) – 10 MEUR**

  a) Content verification

  b) Secure Data Ecosystem

- **Future Social Networks (RIA) – 10 MEUR**
  c) Support of new SM initiatives

- **Federation of Social Media actors (CSA) – 1 MEUR**
  d) Support of SM ecosystem community building

- Contribution from the EU of maximum 2,5 MEUR for subtopic a), 5 MEUR for subtopics b) and c) and 1 MEUR for subtopic d). This does not preclude submission and selection of proposals requesting other amounts.

- At least one proposal will be selected for subtopics a) and b). Proposals should clearly state which subtopic they address

Trustful and Secure Data Ecosystem for Social Media (IA)

a) Content verification

- **Development of solutions addressing information veracity for Social Media**

- Develop **pilot** solutions with a large existing community of citizens, and **consortia** may include inter alia partners from media, social media, distributed architectures, security and blockchain developers

- Proposals may also consider solutions for mastering better online disinformation and the complexity for users of Social Media through a **Digital Companion** component

- Cooperate for setting-up the basis of an **observatory** as described in subtopic d)

Trustful and Secure Data Ecosystem for Social Media (IA)
b) Secure Data Ecosystem

- **Creation of media and social media data business and innovation ecosystem to:**

- Ensure privacy, secure sharing and fair trade of **federated** media relevant **data** produced by media, social media and operators from other industrial sectors across Europe

- Involve **non-media sectors** is considered critical to achieve volume

- Address the necessary **technical, organisational, legal and commercial aspects**

- Develop pilots to demonstrate the **potential and sustainability** of the federated data **solution**

- This action is to be followed up in the **Big Data Innovation Hubs**, planned for 2020, with a subtopic aiming at **incubating** ideas for data driven services and tools enabling to launch new media services to and improve the media value chain.

Future Social Networks (RIA)
c) Support of new Social Media initiatives

- **Transition to peer-to-peer federated social networks based on smart decentralised architectures; open decentralised platform enabling the development of innovative services**

- **Multidisciplinary** and cross-sectorial consortia (technologists, sociologists, artists,…), including inter alia academic and industry partners focussing on web media, platform and application development

- Research and innovation on open API, interface design, content production, consumer/prosumer business models, open management and portability of profiles, gaming and art aspects

- **May** consider aspects of a **"Social Networks of Objects",** integrating latest European advancements on smart objects, big data, autonomous systems, real-time geolocation and augmented/virtual reality

- Proposals should include **demonstrations and validation**

Federation of Social Media actors (CSA)
d) Support of Social Media ecosystem community building

- Include **different Social Media actors** such as developers, designers, users of all ages, artists, entrepreneurs, researchers, at European and national level, also linking to important international initiatives

- Include a **dynamic app-based tool** for community-mapping and an **analysis** of a future **hyper-connected society**, considering societal, economic, educational, legal and community-based self-regulation aspects.

- Establish with subtopic a) the basis for an **observatory** on information veracity and best Social Media practices
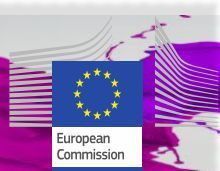
Expected impact

- Increased trust and improved governance and value for Social Media and Media

- New federated Social Media platforms and innovative media data driven services

- Societal change towards digital literacy and citizen participation

S+T+ARTS == STARTS initiative
Artists stimulating innovation for Europe

STARTS encourages artists and engineers to work jointly on unconventional solutions to industrial/societal problems and new art-inspired technology uses.

Three activities are launched in H2020:

1- Annual STARTS Prize giving visibility to successful art-technology collaborations

2- STARTS Residencies embedding artists in technology institutions

3- STARTS Lighthouse Pilots where artists and engineers address challenges jointly

Opportunities:

(a) The H2020 LEIT program encourages in all topics that proposers include artists as out-of-the-box thinkers in their proposed research and innovation activities.

Consider including artists in your proposals!

(b) Running projects interested to host artists can obtain funding via the STARTS residence program **(see www.starts.eu , deadline for institutes to apply Dec 10th**)

(c) Call ICT-32-2018 : STARTS lighthouse pilots (4MEUR each) closing 17-April-2018

    Pilot 1 Art-inspired interactive human-centred environments.
    Pilot 2 Art-inspired urban manufacturing.

Contact

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PLEASE refer to the published work programme when elaborating a proposal