

Meeting Steering Committee #4

Held by video call, Wednesday February 9th, 2022

Attendees:

- Adrien Henni
- Andrey Golub
- Antoine Mottier
- Christian Paterson (chair)
- Etienne Berthe de Pommery
- Gaël Duval
- Kester Bishop
- Konstantine Karczmarski
- Martin Alvarez
- Sylvain Le Bon
- Valentyna Yashchuk
- Zachary Powel

QAI registered organisations:

(Reminder: Quorum is achieved with 30% of voting organisations)

- Represented (50% of registered organisations --> Quorum is achieved):
 - Alliance Tech
 - e Foundation
 - Famobi
 - FRVR
 - Huawei
 - ICOL
 - Startin'Blox
- Not represented:
 - CTIC
 - Lemon
 - Olisto
 - Orange Business Services
 - Open Track

- Santillana
- University of Ioannina (Greece)

Other organisations represented:

- OW2 (host)

General Initiative News

- Information about updates to the QAI portal was shared.
- The upcoming events calendar was shared ; 2 events are urgent (see below).
- A **“save the date”** is proposed for OW2's 15 year anniversary party in Paris end June (exact date TBC). This also coincides with the QAI 1 year anniversary, and the IOT World Paris conference.

New registered participants

Not discussed in-session, but QAI warmly welcomes new participants from the following organisations:

- Lemon
- Orange Business Services
- University of Ioannina (Greece)

Events - URGENT!

Mobile World Congress, Barcelona

- February 28th to March 3rd.
- Huawei is looking to sponsor a QAI workshop on the morning of **Wednesday 2nd March** in the center of Barcelona.
- The workshop format is currently undecided, but we aim for a mix of talks, demos and interactive discussion.
- We need to put together the agenda ASAP.

-> Contact Valentyna if you would like to participate.

OW2con'22

- June 8th - 9th, online.
- QAI has been allocated an unprecedented 1hr slot in the agenda.

In session the following was:

- Agreed:
 - Introduce the subject with 2 or 3 short talks of 10 minutes each.
 - Maximise audience interaction via a longer panel discussion.
- Requested:
 - Invite someone to give visibility on the Quick App market in China as an indication of how the Quick App market in Europe (and beyond) might evolve *if* the QAI is successful. Maybe someone from the Quick App Alliance China ?

The deadline for fixing the agenda and sending details to OW2 is February 27th.

-> **Contact Valentyna if you would like to participate.**

Technology

MiniApp specifications

Work continues within the W3C MiniApps working group.

Discussions are now starting to focus on **data privacy** and **security**.

-> **If you would like to feed into this, contact Martin.**

MiniApp for IOT

The MiniApp working group has started to look at components for supporting connected devices. This subject is currently in “incubation” phase.

Reminder of W3C process:

1. Incubation
2. 1st public working draft
3. Candidate recommendation

4. Proposed recommendation
5. Recommendation (standard)

W3C - OW2 - QAI relation

All agree that forging closer ties between the Quick App Initiative and the W3C MiniApp Working Group would be beneficial.

The most appropriate way to achieve this is for OW2 to sign a Minutes of Understanding (MOU) with W3C in relation to QAI. It should be noted that such an MOU would almost certainly require OW2 board approval.

- > **new action:** Martin find a template MOU that might serve.
- > **new action:** Christian coordinate with OW2 to determine feasibility.

MarCom & Community

New promotion channels

New awareness and engagement actions are proposed:

1. LinkedIn

- The proposal is to create a QAI user group that could share announcements, organise polls, publish small article posts linking back to the QAI Portal (or other).
- It is noted that LinkedIn has a larger professional reach than Twitter, and is also more adapted to article sharing.

2. Fireside Chats

- Industry interviews.
- Live streamed through Twitch, replays shared through a QAI YouTube Channel.

It is reminded that the biggest challenge is not creating communication channels, but keeping them sufficiently dynamic and engaging. It was *suggested* that:

- Each channel (portal editorials, LinkedIn, Twitter, fireside chats) has a *coordinator* from a different organisation in order to spread the workload.
- Each organisation write at least 1 editorial article per 2 months.

> **new action:** Valentyna will setup a poll to allow people to determine how they can support these actions.

White paper

Traditional channels are great ways to engage an audience that is *already* interested in Quick Apps, but harder for them to broaden the scope to *new* audiences, or incite press interest.

It was proposed that QAI collaborative create a **thought leadership** piece on a topic of interest for industry players – in the form of a white paper.

Unlike QAI's existing white paper, this one would not be about QAI, but focus on a hot topic/pain point (e.g. "The Sustainable Future of Apps" or "Apps, Personal Data and Sovereignty") in which QAI and its members have something to say and can position themselves as a source of expertise, vision and solutions. The topic should be so important, and the content so compelling, that industry players, analysts and journalists will be willing to receive and read this document.

Content and distribution partnerships could be sought with industry associations, researchers, experts from within and outside the QAI community. A dedicated PR operation should support distribution upon release.

Alongside strong expert content contributed by QAI members or non-members, the document may contain a special section on QAI, presenting the QuickApps system, showing the way it can address the issues discussed in the document, and inviting readers to join the initiative.

QAI community member Adrien Henni expressed readiness to contribute to or lead this PR project, if adopted with the necessary contributions --in funding, content and/or distribution-- from the QAI community. Adrien referred to his large experience in publishing white papers and industry reports (examples:

<https://www.ewdn.com/reports/>)

-> **Ideas for subject and co-authors to Christian and Adrien**

Task forces, discussion groups, pilots, PoCs and studies

Games TF

Due to time constraints, a proposal from the Task Force was not shared.

>**new action:** Claudio to organise a dedicated call.

Education TF

A coordinator is still missing for this TF, however contact has been established with Telanto to explore the possibility of creating student challenges.

-> **If this interests you, please contact Christian**

Sustainability TF

It was proposed to rename this TF “Industry 4.0”.

Participants clarified that whilst Sustainability and Industry 4.0 can be considered closely related, they remain distinct subjects.

DECISION: The task force will be renamed “Industry 4.0 and Sustainability”.

Russia outreach group

No news reported in session, but who contacts who was clarified:

- contact Yandex <-- FRVR
- contact Tinkoff <-- Konstantine
- contact SBER <-- Adrien (but this is on-hold for now).

Lutece Pilot Application

No news reported in session.

> **open action:** Philippe Barreille - produce requirements description for 2 pilot QAs:

1. “Dans Ma Rue” (application exists within Apple and Google app stores).
2. "Appointments with city offices and officials.

Collaborative project proposals

No news reported in session.

Next meeting

Wednesday, April 13th 2022 (10.00-12.00 CET)