

## Edge Native Steering Committee Call

2022-April-06

Agenda Topics	Moderator	Minutes
Approval of the minutes of the March 2, 2022 call	Frédéric	5
Marketing Update	Hassan	15
Medium.com: <a href="#">The Edge of Things</a>	Kilton	5
Edge Computing World Europe 2022	Frédéric	10
<a href="#">NSF Center on Pervasive Personalized Intelligence Planning and IAB Workshop</a>	Frédéric	5
Member updates	all	5

### Attendees

Frederic Desbiens (Eclipse Foundation)  
 Hassan Jaber (Eclipse Foundation)  
 Angelo Corsaro (ZettaScale)  
 Robert Andres (Eurotec)  
 Nicola LaGloria (Kynetics)  
 Kilton Hopkins (Edgeworx)  
 Ivan Paez (Secretary)

### Absents

Clark Roundy (Eclipse Foundation)  
 Robert Andres (Eurotech)  
 Adrian O'Sullivan (Huawei)  
 Kevin Wang (Huawei)

### Minutes

Resolved, the Steering Committee unanimously approves the Minutes of March 2nd, 2022 call.

### Marketing update

Hassan Jaber presented an update of the ongoing marketing activities, including:

- The IoT & Edge Developer, Adoption and Commercial survey was launched in the middle of March, 2022.
- IoT&Edge days, May 24-25, 2022. Includes 15 talks. Target 400 registrations.
- Medium.com: [The Edge of Things](#) publication. Ideally ENWG will publish an article every two weeks.

### **Strategy for Future publications (in Medium)**

Kilton Hopkins discussed the long term strategy to continue doing high quality publications (body of work) to raise a base of followers/readers, which in turn will promote or recommend our publications to other people. The content should come from a variety of sources, but keeping a single editor that authorises/prof-reads the blogs and keeps homogeneity.

Angelo Corsaro, at ZettaScale we do regular blogs for Eclipse Zenoh, but also on specific aspects of Rust, like high performance networking. How can we work in synergy to leverage this material to give more visibility to the ENWG?

Kilton Hopkins, crossposting is detrimental to all sources. One solution could be to write something more introductory, and easy to read on Medium, that references the highly technical post on Zenoh's website. In addition, Kynetics' blog has deep knowledge in edge and IoT and that can be brought up Medium.

Nicola LaGloria, that can be a possibility, at Kynetics we are working on a case study definition together with Hassan.

### **Participation to the event**

[NSF Center on Pervasive Personalized Intelligence Planning and IAB Workshop](#)

### **Membership Updates**

Topic not discussed.

### **Next Meeting**

Resolved, the next meeting will be held on Wednesday May 4th, 2022 at 16h00 CET.