

Edge Native Steering Committee Call

2022-May-04

Agenda Topics	Moderator	Minutes
Approval of the minutes of the April 6, 2022 call	Frédéric	5
Marketing Update	Hassan	15
Medium.com: The Edge of Things	Kilton	5
Edge Computing World Europe 2022	Frédéric	10
Silver-level member representative	Frédéric	5

Attendees

Frederic Desbiens (Eclipse Foundation)
 Hassan Jaber (Eclipse Foundation)
 Angelo Corsaro (ZettaScale)
 Robert Andres (Eurotec)
 Nicola La Gloria (Kynetics)
 Kilton Hopkins (Edgeworx)
 Adrian O'Sullivan (Huawei)
 Ivan Paez (Secretary)

Absents

Clark Roundy (Eclipse Foundation)
 Robert Andres (Eurotech)
 Kevin Wang (Huawei)

Minutes

Resolved, the Steering Committee unanimously approves the Minutes of April 6th, 2022 call.

Marketing update

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

- IoT & Edge Days 2022, to be held on May 24-25, registration is open. Only 30 registrations at the moment, there is need to push it forward and give it more visibility
- The Edge of Things Webinars, next episode June 1st, 2022, and by the mid of June do a Zenoh-Summit (June 16), to be planned and coordinated with ZettaScale.
- IoT & Edge Developer and Adoption Survey 2022. At the moment we have 490+ participants. Open through June 15.
- IoT & Edge Community Survey 2022. Participation is low for this survey at the moment.
- Community Newsletter-IoT & Edge - 3 featured spotlight articles.

- Launched “[The edge of things](#)” Medium publication
- Sponsorship (i.e. Kudzai Manditereza’s Youtube channel - <https://www.industry40.tv/>)
- Other coming events (ioFog3.0 PR, Kynetics Video CS, Social Media engagement)

Angelo Corsaso asked whether there is any planned marketing activity or joint action with the ROS community. For example, the [ROSCon 2022](#), that will be held in Kyoto, Japan in Oct, 2022. Frederic commented that it will be great to re-engage with that community. Angelo will bring this potential collaboration with the ROS community in their next technical SC meeting.

Strategy for Future publications in Medium

Kilton Hopkins discussed the long term strategy to continue doing high quality publications 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 keep homogeneity it can be a possible strategy.

For the next SC meeting, Frederic Desbiens will provide a draft on the collaboration policies, and rules for external writers that are willing to participate and provide content to the Medium channel.

Edge Computing World Europe 2022

To all the participants, please confirm the interest on participating on the edge computing world europe and participate in the booth, send the names to Frederic D.

Silver-level member representative

Frederic briefly mentioned the coming elections for representatives of the company members to the SC, there is also a place for a committers representative, and silver-level member representative.

Next Meeting

Resolved, the next meeting will be held on Wednesday June 1st, 2022 at 16h00 CET.