

MAPPING

Managing Alternatives for Privacy,
Property and Internet Governance

mappingtheinternet.eu

MAPPING at a Glance

Project coordinator

University of Groningen (NL)

Participants

University of Malta (MT)

Law and Internet Foundation (BG)

Laboratory of Citizenship Sciences (IT)

Leibniz University Hannover (DE)

ICPO-INTERPOL (Int. org.)

National Research Council (IT)

Institute for Research on Population and
Social Policies

Institute of Legal Information Theory and
Techniques

European Projects & Management Agency (CZ)

EUSTIX (AT)

Association for Technology and Internet (RO)

DiploFoundation (MT)

Hoplite Software (ES)

British Business Federation Authority (UK)

Funding

FP 7 –SiS – 2013 - 1

Coordination and Support Action

Total Cost

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Execution dates

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Project status

Running

Contact

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About

MAPPING is a Science & Society project that aims to create an all-round and “joined-up” understanding of the many and varied economic, social, legal and ethical aspects of the recent developments on the Internet, and their consequences for the individual and society at large. Working with experts, researchers, decision-makers and practitioners from across Europe and beyond, MAPPING hopes to consolidate and advance research and debate in the domain of Internet governance by adopting a multidisciplinary and multi-stakeholder approach. MAPPING aims to contribute to an enabling framework, continuing the digital transition, at national and European levels, playing a key role in the consolidation and structuring of a ‘beyond the state-of-the-art’ research agenda. The project will structure its activities around three complementary and interlinked focus areas: **Internet Governance (IG)**, **Privacy and Intellectual Property Rights (IPR)**.

MAPPING builds on the results of several similar EU FP7 projects – CONSENT (Consumer Sentiment regarding privacy on user generated content in services in the digital economy), SMART (Scalable Measures for Automated Recognition Technologies) and RESPECT (Rules, Expectations & Security through Privacy - Enhanced Convenient Technologies) - ensuring it is informed by relevant multidisciplinary research.

MAPPING specifically capitalises upon and debates the existing innovation policies, business models and legal frameworks related to the implementation of the Digital Agenda for Europe. It will explore the changes needed to set up an improved governance structure for the EU innovation ecosystem.

The project has seven primary objectives that support the general overall goal:

1. Provide fora for the stakeholders where research meets practice for better coordination and utilisation of knowledge;
2. Foster and contribute to the debate in the three focus areas: IG, Privacy and IPR;
3. Map Internet governance issues describing the status quo and offering a platform for discussions, including desirable developments from an EU perspective;
4. Chart right to privacy considerations in the development of business models using personal data;
5. Refresh some of the intellectual property rights debate: balancing exclusive rights with the interests of growth and innovation;
6. Ensure public engagement by bringing science closer to society; and
7. Determine a Road Map for further engagement and learning.



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Impacts of MAPPING

The expected impacts of the MAPPING project will occur across the three focus areas (IG, Privacy, IPR) and are based on a holistic and knowledge management approach. The approach matches the challenges posed by on-line developments to date and by the EU's Digital Agenda. The main areas that will be significantly impacted by the project's activities include: improved transnational cooperation, the governance of relevant research and technological development (RTD), as well as incorporating Science in Society issues in the system of research and innovation. Each will take into account very diverse scientific, political and civic traditions.

Specific activities within the MAPPING project

MAPPING's activities will raise awareness and create a shared vision that inspires multidisciplinary research and cooperation between academia, business, civil society and government on new research directions in the domain of Internet governance. MAPPING will establish and deploy a set of supportive online and offline systems that will act as a **dynamic interactive platform** for the sharing of relevant knowledge. It will also facilitate deliberation, the preparation of a Roadmap and the mobilization of a wide spectrum of ICT-related stakeholders and social actors. The platform will support the development of thematic workshops, round tables, interactive seminars, forums and annual General Assemblies.

In order to achieve the target of improved, evidence-based and timely governance, the MAPPING approach adheres to the principles of dialogue & participation that is technology-focused but not technology driven. **Annual Assemblies**, meetings, workshops and round tables on issues related to IG, privacy and IPR will take place during the four years. Furthermore, training sessions will be organised and a competition among innovators will be launched. Moderated **focus groups** will take place in each of the countries involved and in Brussels, with the aim of identifying major problem areas in Internet use. A **final conference** will deliberate on the **Roadmap** and the **Action Plan** that will help to identify future research priorities and develop forward-looking scenarios. The workable policy guidelines will take into account conflicting interests, perceptions and practices of different societal actors observed during the dialogue & participation exercises that shape EU's technological future. All these documents will be widely promoted, significantly contributing to an enabling framework for completing the digital transition and improving the innovation climate in the EU and beyond.

A **Policy Observatory** will also be created with the aim of becoming a reference point in the domain of Internet governance, exploring the relationship between Internet and society at the European, national and local levels.

The MAPPING **communication strategy** supports all project phases and reflects actual societal challenges identified by the consortium and its external advisors, ensuring coordination and sustainability of the established network.

