Project Acronym:

SOCRADES

Project Full Title:

Service-Oriented Cross-layer infRAstructure for Distributed smart Embedded devices

Proposal/Contract No: EU FP6 IST-5-034116 IP SOCRADES

Deliverable D9.1b

Dissemination Plan

12M Update

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Short document description:	This document presents the dissemination plan for the SOCRADES project and its results. This update refers to M12		

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Partner → Peer reviews ← Contributions			
[X] [ ] Schneider Electric	**[X]** [ ] Loughborough University
[ ] [ ] ABB	[ ] [ ] Luleå University of Technology
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	[ ] [ ] ARM Ltd.

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[1] As defined in the DoW

[2] Scheduled date for approval

Executive Summary

The objective of the Dissemination Plan for SOCRADES is to identify and organise the activities to be performed in h future in order to promote the commercial exploitation of the project's results and the widest dissemination of knowledge from the project.

Since this document is intended to be updated every 6 months, the precise aims and vision of dissemination will become clearer, more detailed and explicitly expressed as soon as the first tangible results of the project will be available. Such improvement of the document is intended to be prepared for the 3rd release (PM18).

The present deliverable presents:

- the consortium dissemination rules;
- the dissemination planning instruments;
- the list of the already scheduled dissemination activities;
- some forecasted activities.

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1. Introduction

The objective of the Dissemination Plan for SOCRADES is to identify and organise the activities to be performed in order to promote the project's results with the widest dissemination of knowledge from the project. Dissemination is a horizontal activity and concentrates on disseminating the results of the project itself to a wide range of existing or potential stakeholders. International conference special sessions and workshops will be organised to promote SOCRADES with:

- the notification of the project results in the scientific sector,

- the promotion of the project in the industrial world,

- the dissemination via centres and networks of excellence.

In addition, some advertising material has been developed and will be updated during the lifecycle o the project; in particular an interactive website will help to support both external dissemination and interaction between the project partners. Finally, brochure and flyers are planned: they are distributed to all partners and used to disseminate the project at exhibitions and conferences. In particular, every 12 months a new updated flyer is going to be developed and the first release is already available. The aim is to form a critical mass of key industrialists and academics to promote the SOCRADES concept. In particular, effective dissemination is important in order: 1) to make key individuals and groups aware of the work, 2) to enable them to understand the concepts and potential benefits and 3) to obtain critical feedback from them to assess the perceived value of the approach.

The Rules of Dissemination:

- Every project member can make proposals for results/products to be disseminated to the responsible task and work package leader.

- The work package leaders decide together with the dissemination manager on proposals towards the project leaders on what information to disseminate and on how the dissemination activities should be organised.

- There should be responsible persons in each work package who form a group to initiate and control dissemination activities and to guarantee equal opportunities and the best use of results.

- Every industrial partner should identify its own dissemination responsible; a persons to be a referent for any dissemination activity involving the industrial partner.

- Dissemination is a process that requires ongoing support and personal intervention to achieve utilisation.

- Dissemination belongs to the comprehensive responsibilities in a project, that means all participants must be aware of the importance of disseminating their own achievements and results in almost every stage of development.

Target groups:

- Science:
  o Research and development of new methodologies, technologies and tools for networked HW/SW systems embedded in smart physical objects which serve to initiate further scientific activities.
  o Introduction of the scientific results into the academic education.

- Companies: the main objective of the dissemination activities is the applicability of the developed procedures, instruments, tools and methods of SOCRADES

2. Dissemination Planning Instruments

The following instruments should enable the user to plan several dissemination activities. They describe the process from the idea or decision of disseminating until the final realisation. The proposed steps ought to guide the user through those main points to attend in preparing the activities explained below. Data and time proceeding maybe vary from the concrete activity and can easily be adapted to the real need. The tables must be filled with concrete figures in the case of availability.

2.1. Participation at relevant international, national even regional events

Action	Timetable
Participation at relevant international, national and even regional fairs	deadline
Organising of the participation at the focused event in conformity with the decisions (registration, presentations, documents, coordination of partner's contributions, organisational activities, travelling accommodation etc.)	4 weeks before
Analysis of cost-benefit ratio and decision of proceeding	5 weeks before
Analysis of possibility and necessity to include project partners. If decision is positive – include partners	5 weeks before
Select the event to participate in	8 weeks before
Check the possibility to do a trade-show booth	9 weeks before
Check the possibility to lecture	9 weeks before
Procure relevant information (location, costs, participants, etc.)	9 weeks before
Identification of relevant international, national and regional events in the course of the project	9 weeks before
Verify the identification of relevant international, national and regional fairs regularly	at 6 months intervals

Table 1: Participation at relevant international, national even regional events

2.2. Presentation at international, national and regional conferences

Action	Timetable
Presentation at international, national and regional conferences	deadline
Organising of the participation at the conference (registration, organising of travel and accommodation)	6 weeks before
If the decision is positive – preparation of the contributions and approval by the relevant project partners	8 weeks before
Present the draft/ abstract for approval of the conference committee	12 weeks before
Elaboration of a presentation draft/ abstract and discussion/ decision among the relevant project partners (e.g. work package leaders)	16 weeks before
Analysis of cost-benefit ratio and decision of the participation	18 weeks before
Analysis of the conditions for presentations/ contributions (e.g. lectures)	18 weeks before
Identification of relevant international, national and regional conferences in the course of the project	18 weeks before
Verify the identification of relevant international, national and regional conferences regularly	at 6 months intervals

Table 2: Presentation at international, national and regional conferences

2.3. Publications in relevant research journals, industrial brochures etc.

Action	Timetable
Delivery of publication (final version)	deadline
Processing of necessary changes, corrections, additions, replacements, etc.	2 weeks before
Submission of the publication	6 weeks before
Acceptance of the publication material by project partners	12 weeks before
Preparation of publication by project partners, division of responsibilities	18 weeks before
Analysis of the conditions for a publication	20 weeks before
Identification of relevant research journals, industrial brochures, etc.	20 weeks before

Table 3: Publications in relevant research journals, industrial brochures etc.

2.4. Transfer of knowledge to relevant associations

Action	Timetable
Implementation of joint activities	deadline
Contact responsible and relevant person of selected associations	8 weeks before
Discussion/ decision of the public relation material	8 weeks before
Create meaningful public relation material (e.g. flyer, presentation, poster)	16 weeks before
Selection of associations	16 weeks before
Regular verification and adaptation of materials	at 6 months intervals

Table 4: Transfer of knowledge to relevant associations

2.5. Training measures for target groups

Action	Timetable
Implementation of training measures	deadline
Organise and prepare the training events (e.g. catering, attendance lists, equipment)	2 weeks before
Dispatching invitations	4 weeks before
Organisation of the infrastructure (e.g. room, schedule, equipment, order of events)	6 weeks before
Selection of the lectures	8 weeks before
Developing the curricula (e.g. concept, discussion/decision by project partners, design)	12 weeks before
Precision of target groups	14 weeks before

Table 5: Training measures for target groups

2.6. Creation of dissemination groups and performing dissemination work shops

Action	Timetable
Performing the dissemination workshops	deadline
Preparing regular workshops with the dissemination group (e.g. lecture, room, schedule, equipment, order of events, invitations)	4 weeks before
Discussion and conclusions from information by project partners	8 weeks before
Conduct interviews with enabling members of the dissemination group	12 weeks before
Selection of enabling members of the dissemination group	14 weeks before
Conception of tasks and targets for the dissemination group	16 weeks before
Organising the continuous information flow to the dissemination group	continuous

Table 6: Creation of dissemination groups and performing dissemination work shops

2.7. Performing dissemination events

Action	Timetable
Performing the dissemination event	deadline
Organise the technical equipment	1 week before
Prepare the attendance list	1 weeks before
Organising the event services (e.g. catering, translation etc.)	2 weeks before
Provision of invitation list and sending invitations	4 weeks before
Organising logistic preconditions (e.g. place, room etc.)	6 weeks before
Preparation of the activities selected	6 weeks before
Selection of the activities	8 weeks before
Discussion/ decision on the concept by the project partners	8 weeks before
Develop the concept of the dissemination event	12 weeks before
Selection of members of the interested target groups	14 weeks before

Table 7: Performing dissemination events

3. Planned Dissemination Activities

The Consortium partners have planned a set of activities shown in the following tables. Two issues must be considered:

1. There are activities referred to a short time horizon and activities referred to a long time horizon. The former ones may not be strictly related to dissemination of the results of the projects, but more oriented to the project advertisement; this is due to the fact that significant project results will be achieved starting from month 18th. The latter ones will be more result dissemination oriented and will involve companies more extensively.

2. Therefore, dissemination activities are divided in two groups (Table 8 and Table 9): "Events" and "Long lasting" activities. In relation to the previous remark, the "Events" happening before the 18th project month, will be oriented to project advertisement, the ones happening after the 18th project month will be more results dissemination oriented. On the other hand "long lasting" activities will be able to present both the aspects.

Dates	Type	How many?	Type of audience
2007-2009	Conference presentations	15	Research
2008	Publications on industrial magazines	2	Industry
2008	Publications in scientific journals	6	Research
2008	Exhibitions	6	Automation, Electronics Industries

Table 8: Planned Dissemination Activities – Events

Dates	Type	How many?	Type of audience
2007	Web site referring to the project	2	Web site visitors
2007	Ph. D. theses	4	Research & industry
2007	Master Thesis	4	Research & industry

Table 9: Planned Dissemination Activities – Long lasting

Since this document is intended to be updated every 6 months, the precise aims and vision of dissemination will become clearer, more detailed and explicitly expressed as soon as the first tangible results of the project will be available. Such improvement of the document is intended to be prepared for the 3rd release (PM18).

Dissemination activities carried out to PM12

Please see D11.2.

3.1. Detailed schedule

Here follows a detailed list of activities to be carried out in the nearest future (next 12 months, PM 12-24)

In the tables below, where possible, a detailed schedule has already been developed. The information is reported in table 10.

- A presentation to DFAM (Deutsche Forschungsgesellschaft für Automatisierung und Mikroelektronik – German Research Association for Automation and Microelectronic) will be held by ifak on 20th September 2007. Such presentation will offer an overview on the project achievements and future results to both industrial and research people. Expected audience will be of about 20 people.

- Participation and dissemination by SAP, SE and TUT to 12th IEEE Conference on Emerging Technologies and Factory Automation (IEEE ETFA 2007) on September 25-28, 2007 in Patras, Greece.

- A presentation will be held by SAP at Wirelessly Accessible Sensor Populations (WASP) Workshop on September 27th, 2007 in Fraunhofer Institute for Computer Graphics Research IGD, Darmstadt, Germany.

- Participation to Information Technology for European Advancement Symposium (ITEA Symposium 2007) in Berlin, Germany on Thursday 18th and Friday 19th October. A SAP/ Schneider Electric SOCRADES Demonstrator will be also presented by SAP. Siemens and ifak will as well take part to the event.

- Participation to the SPS/IPC/DRIVES 2007 fair where manufacturers of electric automation technology - present products and services from Control Technology, IPCs, Drive Systems and Components, Human-Machine-Interface Devices, Industrial Communication, Industrial Software, Interface Technology, Electromechanical Components and Peripheral Equipment, Sensor Technology. LBORO and Schneider are going to hold a presentation on SOCRADES called "Service-Oriented Cross-Layer Infrastructure for Distributed Smart Embedded Systems (SOCRADES) " - Prof. Dr. Robert Harrison, Loughborough University, UK, in a special session organized by IFAC Associated Journal atp international.

- Schneider Electric and Polimi are going to hold a presentation on SOCRADES at the Strategies for Global Manufacturing Seminar in Zurich, Switzerland on 15-16 November 2007.

- Participation to CeBIT 2008, 4th-9th March 2008. Schneider Electric, LBORO/Jaguar and SAP SOCRADES Demonstrators will be presented.

- A Workshop is being organised at the IFAC World Congress, 6th-11th July 2008, Seoul, Korea, http://www.ifac2008.org/. The Workshop is going to be offered one day before the beginning of the conference, in the sessions which are reserved for tutorial and workshops. The already involved partners of the SOCRADES Consortium are Siemens, SAP, ifak, Schneider Electric, TUT and Politecnico di Milano, which will contribute with some papers and/or presentations.

- Conference track organization (SoA) at the 6th International Conference on Industrial Informatics (IEEE INDIN 2008) will be held in July 13-16, 2008 in Daejeon, Korea.

  Participation of APS, SE, Lboro and TUT.

The previous list is intended to be kept updated as new or more detailed information are available; this is in accordance to the fact that a revision and update of this document is planned every 6 months.

3.2. Long term planning

Finally, the participation to the following targeted conferences is auspicated but still under consideration. More details will be available in the following updates of this document. Targeted conferences and exhibitions are expected to include:

- IPROMS Virtual Conference 2008;

- IEEE International Conference on Industrial Electronics (IECON) 2008, Florida, USA – special session on Service-oriented cross-layer infrastructure;

- IEEE Real Time and Embedded Technology and Applications Symposia and Conferences 2008/2009;

- IEEE ETFA 2008/2009 (Emerging Technologies and Factory Automation) Conference;

- IEEE INDIN (Industrial Informatics) 2009;