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**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 D9.1c**

## **Dissemination Plan**

### **(18M Update)**

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## **Executive Summary**

The objective of the Dissemination Plan for SOCRADES is to identify and organise the activities to be performed in the 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 while the tangible results of the project become available.

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 of 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:
  - 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.
  - 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 Strategy

### 2.1. Dissemination Mantras

Dissemination is considered as managing the knowledge being acquired during the project and its wide sharing contributes to the decision making we want to trigger towards SOCRADES results diffusion and adoption. It is a clear objective of the consortium that the ability to manage and share the knowledge attained in the SOCRADES project is one of the measurements of its success. The overall objective of SOCRADES dissemination is to raise awareness and establish links with the market other projects and special interest groups. These links will be encouraged through the project duration; they include national and international activities involving academic industrial and professional organizations. From such point of view, two “dissemination mantras” that synthesize and focalizes the dissemination vision can be identified:

1. We (as consortia) will disseminate and promote project results along scientific dissemination, industrial promotion and via centers and networks of excellence.
2. We (as consortia) want to perform effective dissemination in order to make key individuals and groups aware of the work, enable them to understand the concepts and potential benefits and obtain critical feedback from them to assess the perceived value of the approach.

### 2.2. Dissemination branches

An important understanding of the consortium is related to the necessity to follow two main dissemination branches:

1. Internal dissemination
2. External dissemination

#### 2.2.1. Internal Dissemination

For Internal dissemination we mean all those dissemination activities and tools intended to promote and spread a very in depth knowledge about project activities, results, status and so on, between all the project partners.

The main means that can be used to achieve the internal dissemination objective are mainly related to:

- A consistent participation to project meetings and workshops.
- The use of IT tools to constantly update partners about any relevant achievement in the project:
  - Microsoft Groove is already in use to provide a file repository, where all the documents related to the project are shared amongst the consortium
  - The development of a internal area of the project website ([www.socrades.eu](http://www.socrades.eu)) is planned in order to share dissemination materials (brochures, flyers, papers, articles, presentations, posters and so on)

The main aim of Internal dissemination activities is to build a strong and integrated internal community to identify potential synergies, exchange experiences and develop new opportunities building upon identified gaps or complementary strengths.

### **2.2.2. External Dissemination**

External dissemination is related to the spreading of the project and of the project results. It is important to understand that such diffusion could be done on two levels:

- at first, especially in the first half of the project (when main results are still to be achieved), dissemination must concentrate on publicity of the SOCRADES initiatives since no results are available. Such activities, mostly related to the dissemination of the existence of the project consist, for example in underlining the importance of the collaboration between major European players on Embedded Systems and in informing about the Key performance Indicators that a user can improve using SOCRADES, like: Process Lead Time, Quality, Flexibility, Maintenance, Traceability;
- then the dissemination of Project Results gains ground in underlining the scientific and technical contribute of the project to both research and industry.

The result of an effective dissemination is important in order to make key individuals and groups aware of the work, to enable them to understand the concepts and potential benefits and to obtain critical feedback from them to assess the perceived value of the approach. This could be done promoting the project and its results along three major strands: Scientific dissemination, Industrial promotion, Dissemination via centers and networks of excellence.

The tools available to pursue an extended and comprehensive external dissemination are:

- **Scientific Dissemination Tools**

SOCRADES intends to publish a number of scientific documents that address the sharing of SOCRADES knowledge with the scientific Community taking the format of:

- Peer reviewed journal papers
- Peer reviewed conference papers
- Presentations in conferences and workshops
- Scientific Reports

- **Professional / Technical Dissemination Tools**

These tools have a more practical user centric approach addressing the awareness and training of the professional Community. They will take the format of:

- Participation to Exhibitions and Fairs
- Manufacture of Technology Demonstrators
- Papers on Technical Journal
- Technical Reports

- **Brochure & Leaflet**

A brochure to support the awareness and promotion of the SOCRADES project, its vision is under completion. The brochure has been designed to contain insert pages, which can be rearranged as necessary. Therefore, the brochure will promote the vision and concept, whilst the internal pages will provide information upon particular aspects of the SOCRADES project. The brochure can pack a different number of inserts according to the objectives of the dissemination.

- **SOCRADES website**

The SOCRADES website ([www.socrades.eu](http://www.socrades.eu)) contains areas for public use where a marketing image around SOCRADES has been created. The website must be constantly kept up-to-date and improved, considering also the necessities related to Internal dissemination.

### **2.3. Dissemination complements Exploitation (and vice-versa)**

An important point to be considered is the strong linkage between Dissemination (WP9) and Exploitation (WP10). This two workpackages are virtually complemented the one by the other and in particular, the work carried out in WP10 about Standardization and Roadmapping are strictly related to dissemination.

The carrying out of Road mapping and Standardization activities gives a further aid to Dissemination, considering the organization of

- Internal Workshops (mean for Internal Dissemination),
- External Workshops with international experts on Socrades related topics and area of research (mean for External Dissemination)
- Delphi study extended to both internal and external experts (mean for Internal and External Dissemination)

### 3. 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.

#### 3.1. 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**

### 3.2. 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**

### 3.3.

### 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.**

### 3.4. 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**

### 3.5. 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**

### 3.6. 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**

### 3.7. 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**

#### 4. 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.

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

**Table 8: Planned Dissemination Activities – Events**

Type	How many?	Type of audience
Web site referring to the project	2	Web site visitors
Ph. D. theses	4	Research & industry
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 while the tangible results of the project become available.

#### **4.1. Dissemination activities carried out to PM18**

Please see D9.2.

#### **4.2. Detailed schedule**

Here follows a detailed list of activities to be carried out in the nearest future (next 12 months, PM 18-30)

- Organization of a Special Issue on 'Industrial Control over Wireless Networks (ICWN 08)' on the International Journal of Robust and Nonlinear Control. Paper submission due date: 30 March 2008
- Participation to MACH2008, 21-25 April 2008, Birmingham. MACH is the UK's premier manufacturing technologies event, encompassing metalcutting and metalforming machine tools along with all ancillary and related products and services. Presentation of a Demonstrator – LBORO.
- AINA 2008, the IEEE 22nd International Conference on Advanced Information Networking and Applications Sponsored by IEEE Computer Society, TCDP March 25 (Tue.) - March 28 (Fri.), 2008, GinoWan, Okinawa, Japan
- 14th IEEE Real-Time and Embedded Technology and Applications Symposium, St. Louis, MO, United States, April 22 - April 24, 2008
- A Workshop is being organised at the IFAC World Congress, 6-11 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 Socrates Consortium are Siemens, SAP, IFAK, Schneider Electric, TUT and Politecnico di Milano, which will contribute to 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.
- IPROMS 2008, the 4th Virtual Conference, of the EU-funded FP6 I\*PROMS Network of Excellence on Innovative Production Machines and Systems, will take place on the Internet between 1 and 14 July 2008. Participation of Schneider Electric.
- Paper at the 4th annual IEEE Conference on Automation Science and Engineering (IEEE CASE), sponsored by the IEEE Robotics and Automation Society (RAS), on August 23 to 26, 2008 in Washington DC, U.S.A. Special track on Sensor Networks and Fusion. Participation of SE, KTH, TUT.
- The Second International Conference on Sensor Technologies and Applications SENSORCOMM 2008 August 25-31, 2008 - Cap Esterel, France
- Publication, topic: Specification of a Multi-Agent System-based Decision Support System (Journal: Engineering Applications of Artificial Intelligence). By TUT in July 2008.

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.

#### **4.3. 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:

- Participation to Automation 2008 – 4<sup>th</sup> International Exhibition and Conference, Sept 25-28, 2008, Bombay Exhibition Center, Goregaon, Mumbai, India. Participation of Ifak, SE, SAP.

- Participation and dissemination to 13th IEEE Conference on Emerging Technologies and Factory Automation (IEEE ETFA 2008) on September 15-18, 2008 at Hamburg, Germany. Participation of SE, TUT
- The Third International Conference on Pervasive Computing and Applications (ICPCA2008) 01-03 October, Alexandria, Egypt
- WCEAM-IMS 2008, 28-30 October 2008, Beijing China. Participation of SE, TUT.
- IEEE International Conference on Industrial Electronics (IECON) 2008, 10-13 November 2008 at the Florida Hotel & Conference Center, Orlando, Florida, USA – special session on Service-oriented cross-layer infrastructure;
- Participation to the SPS/IPC/DRIVES 2008 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. Mesago Messe Stuttgart Germany on 25-27 November 2008.
- IEEE Real Time and Embedded Technology and Applications Symposia and Conferences 2009
- IEEE ETFA 2009 (Emerging Technologies and Factory Automation) Conference
- IEEE INDIN (Industrial Informatics) 2009.