Collaborative Project

ASPIRE
Advanced Sensors and lightweight Programmable middleware for Innovative RFID Enterprise applications

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Dissemination Plan

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Approvals

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Document history

Revision	Date	Modification	Authors

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Executive Summary

It is one of the main challenges of an Integrated Project (IP) to effectively disseminate the results and the knowledge gathered by all project partners. It is important to reach a common agreement and understanding of the IP Dissemination plans, in order to ensure the coherence of the project and help it to reach the critical mass for social, economical and political exploitation of its results.

This document describes the approach undertaken in the IP ASPIRE in order to disseminate the results of the project – both at the IP and Subproject levels - contributing to a broader public, scientific and technical awareness of ASPIRE activities In the field of RFID both software and hardware level.

After one year of activities, the ASPIRE consortium has produced a series of results that are used in the dissemination material. This document is the revision of the first dissemination plan published in June 2008.

The dissemination strategy for ASPIRE comprehends the Subproject individual dissemination activities according to IP guidelines and accompanied by IP Dissemination activities. As an harmonization effort, the IP Dissemination revised the IP identity at all levels (IP and SP levels). As a result, new subproject logos and new presentation templates have been enforced. Also, specific rules on the use of logos and colors have been set up in order to bring an integrated image to the IP ASPIRE.

To fulfill these aims, the ASPIRE project will work through various carefully focused groups and committees through formal and informal mechanisms. Clear channels of communications between the project partners themselves as well as with the wider community will play a crucial role in the success of the project.

The internal communication infrastructure must include provision of convenient and appropriate mechanisms for facilitating the free flow of information (strategy, administrative and practical) across ASPIRE project sites as appropriate to the development of an extensively distributed but coherently managed single project.

The IP Dissemination provides a single point of entry to dynamic information through a website (www.fp7-aspire.eu) at which all Subproject activities are represented. A regular electronic newsflashes on the first page of the website will attract the attention of the interest groups around ASPIRE. An increased effort is being spent in order to maintain the website up-to-date with attractive information regarding public deliverables, future and past events, publications, and press releases. ASPIRE has published printed material and presented the project at key events. A new set of flyers and posters will be printed.

This document is intended as a living document that can be updated throughout the project period.

Section 1   Introduction

1.1   Purpose of the Dissemination Plan

The purpose of the Dissemination Plan is to provide a formal planning document for using and disseminating knowledge throughout the project. In a project as large as ASPIRE, it is vital that everyone understands the aims of the dissemination activity, and how to achieve them. This Plan highlights the key messages, potential audiences, roles and responsibilities, the methods of communication to be used and measures for success.

This document is intended to be a live folder, which will continuously be enriched with the forthcoming project's achievements and contributions from partners as well as from associate partners.

This report is divided as follows: Section 3 presents the project dissemination plan, whilst section 4 deals with the dissemination strategy and methodology. Dissemination activities and actions are reported in section 5.

The list of dissemination activities of each partner (completed and planned) will be updated regularly as the project progresses.

1.2   Target Audience

The Dissemination Plan contemplates activities and actions to attract the two big categories of the contributors and user groups:

1. Partner institutions which contribute with their content
2. Users of the data, be they individuals, special user groups, or institutions

1.3   Dissemination strategy

The Dissemination Strategy is a contributor and user oriented strategy to aggregate similar digital content through Europe especially in the area of digital access to manuscripts and to bring new users to the Open Source Initiatives and SMEs to use RFID and ASPIRE Middleware.

According to the DoW of the project, the WP dedicated to *Dissemination, Exploitation and Training* will:

* promote the ASPIRE-enhanced system features on national and international levels via specialized activities to special target user groups and lately to wide public
* present the system and explain the proposed services for further exploitation to public administrators, cultural organizations, educational organizations, online media companies, content producers, publishers, and archive holders
* examine further possible applications of the system and prepare the plan for further replication of project results

1.4   Promoting dissemination, advocacy and other events

Conferences, workshops, seminars will be organized by the ASPIRE project to:

* raise awareness about ASPIRE activities, resources, etc.;
* act as training venues e.g. for disseminating instructional material as required by a particular stake holding community or communities;
* act as fora for more public discussion of research, development, collections, standards, or other strategic and substantive issues of interest to ASPIRE and the wider community
* In addition, ASPIRE hopes to supplement such events with those which attempt to address issues from an integrative, cross-sectoral, or horizontal perspective not necessarily available to any one of its stakeholder communities. Where appropriate ASPIRE hopes to work with other projects, programmes and organizations on these types of events.

Section 2   Press release

Press releases will be issued to inform about the kick-off of ASPIRE. As we proceed in the project important achievements and trials will be announced through press releases to the wider public in partner countries especially from project management office in Denmark. The press releases will be accessible through ASPIRE website.

Section 3   Dissemination of Knowledge

Developing a publications programme

At a minimum this will comprise:
- Targeted informational literature designed to raise awareness about ASPIRE, and its activities
- Instructional literature derived from experience across ASPIRE. Such literature may include:
  - methodological guidelines
  - strategic guides to good practice (including organizational and financial implications for SMEs

Developing effective mechanisms for disseminating material

ASPIRE Website
In addition to its use of electronic mailing lists, ASPIRE has established a web presence. The pages will include:
- Information about ASPIRE and its activities including contact details, background information, working papers, events (seminars, workshops, conferences) etc.
- Instructional materials as discussed above (the web in this respect acts as a principal means of publication);
- Frequent news and updates to keep the community informed

For internal communication, the web site may also be used by ASPIRE as the principal means of distributing administrative, policy, and procedural documents for use by members of ASPIRE. Where necessary, documents and sets of documents may be accommodated on password protected pages and thus made accessible to selected individuals and/or groups.

Printed publications
ASPIRE may wish to maintain printed copies of selected informational/publicity and/or instructional materials for distribution either freely or on a cost-recovery basis.

Supported and Assisted Dissemination
ASPIRE plans also to hold a series of dissemination events specifically aimed at SMEs during and towards the end of the project. This event (or series of events) will provide on-site support for institutions. The project will bring its knowledge and experience to these events as a way of providing support and hands-on assistance to SMEs within the context of their local situation. These may events may be based around the experience of the ASPIRE trials.

Training Events and Product Development

Dissemination planning provides an opportunity for dissemination goals, strategies, and activities to be conceptualized and carefully considered. In planning process, it is important to remember that training events, such as:

- conferences,
- workshops,
- academic courses,
- meetings,
- computer-based discussion lists, and

products, such as:

- reports,
- journal articles,
- video,
- newsletters, and
- websites

are primary tools that may or may not help reach dissemination goals with certain target audiences. A thoughtful dissemination plan allows moving beyond the simple listing of events and products as ASPIRE dissemination strategy. The most effective dissemination outreach efforts are not designed in broad-brush fashion to equally reach any and all of designated target audiences through a single training event or product.

Section 4   Conferences, Journals and Exhibitions

Planned participation in future events include:

Event Name	Date	Location
Workshop at Wireless Vitae 2009	May 17-20, 2009	Aalborg, Denmark
Session at WPMC 2009	September 7-9, 2009	Sendai, Japan
Workshop at Pro-VE'09	October 7-9, 2009	Thessaloniki, Greece
Future Internet Assembly	March 2008, December 2008, May 2009, …	Bled, Madrid, Prague, …
Mobisec 2009	June 3-5, 2009	Turin, Italy
CERP-IoT	2 times a year	In Europe
Euro-Korea Collaboration Forum	2 times a year	Korea and Belgium
GRIFS workshop		Brussels, …
ICC 2010	May 23 -27, 2010	Capetown, South Africa
WPMC 2010	September 2010	
Free Society conference 2009	November 13-15 2009	Gothenburg, Sweden
UKUUG Summer Conference 2009	August 7- 9, 2009	Birmingham, UK
RFID Journal Live Europe 2009	October 12-14, 2009	Frankfurt, Germany
Globecom 2010	December 6-10	Miami, Florida
ICT Mobile Summit 2010		
VTC Spring 2010	May 16-19, 2010	Taipei, Taiwan

IEEE International conference on RFID 2010		
RFID Journal LIVE! 2010	Apr. 14-16, 2010	Orlando, Florida, USA
IEEE Wireless Communications Magazine		
Wireless Personal Communication Journal, Springer		
RFID Journal		
IEEE Transactions on Wireless Communications		

SME-oriented workshops

Workshops raising awareness First series of organizations contacted or to be contacted: Austria WKÖ – Wirtschaftskammer Österreich – Magister Helmut Heindl, Gerhard Huemer, Iris Marlovits Belgium UNIZO – Karel Van Eetvelt, Luc Hendrickx, Johan Van Bosch Union des Classes Moyennes – Christophe Wambersie Bulgaria National Chamber of Skilled Crafts – Simona Hristova Union for Private Economic Enterprise – Teodor Detchev		Throughout Europe and SME communities
Frederixhaven Kommune, Denmark		
AalborgHospital, Denmark		
Croatia		

Section 5   Conclusion

The document listed ASPIRE ongoing and future dissemination plan including ASPIRE scientific dissemination for academia and open source. The RFID technology workshops are conducted to provide information and training to SMEs. ASPIRE middleware and support is also part of dissemination plan. The document is intended to be a living document for the partners to update it throughout the project period.