

## FP7-PEOPLE-2012-IAPP



Self-organising MESH Networking with Heterogeneous Wireless Access

### D6.1: Dissemination and outreach plan

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## **0 Executive summary**

This document describes the plan for the dissemination of the objectives and the results of the MESH-WISE project. The plan intends to raise awareness and interest on the research outcomes and solutions among the target groups such as the scientific community, the involved industry, and the general public.

The major focus is to ensure that the project's research and outcomes are widely disseminated to the appropriate communities, at appropriate times, via appropriate methods. The plan will be regularly reviewed on the basis of the project's evolution and of the acquired new knowledge that will allow adding new dissemination opportunities.

# 1 Introduction

## 1.1 Document objectives and structure

Part of the objectives of work package 6 (“Dissemination and results exploitation”) is to define the tools and processes (i.e. project web site, papers, brochures, posters, etc.) through which information about the project is communicated to both the scientific community and the general public. The objective of this deliverable is therefore to specify the necessary plan that will guide the project’s dissemination activities.

The plan described in this document specifies how the project will share outcomes with stakeholders, relevant institutions and organizations, and how it will contribute to the overall dissemination & societal outreach strategy, aiming also to raise the general public’s awareness of the project activities and Marie Curie actions. The essential elements that comprise the MESH-WISE dissemination plan include: what will be disseminated; who is the intended audience; what is the dissemination method and the associated tools, and, finally, when each activity will take place.

These elements and their goals are identified:

- 1) in the EU’s five-stage model for dissemination and exploitation<sup>1</sup>:
  - A clear rationale for and objectives of dissemination and exploitation;
  - A strategy to identify which results to disseminate and to which audiences – and designing programmes and initiatives accordingly;
  - Determining organizational approaches of the various stakeholders and allocating responsibilities and resources;
  - Implementing the strategy by identifying and gathering results and undertaking dissemination and exploitation activities;
  - Monitoring and evaluating the effects of the activity.
- 2) in the 2012 Guide for applicants (specific part, Annex 4).

The rest of the document specifies how each of these elements of the dissemination plan will be addressed by the MESH-WISE consortium.

In particular, the rest of Chapter 1 explains the general dissemination approach of the project.

Chapter 2 provides an overview of the target groups and stakeholders which will be the focus of the dissemination efforts.

Chapter 3 describes the elements that comprise the project’s reference identity, which will be used by all dissemination material to promote a well known and established presence for the project. These include the project’s logo, the layouts and templates for the documents and presentations, etc.

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<sup>1</sup> [http://ec.europa.eu/dgs/education\\_culture/valorisation/process\\_en.htm](http://ec.europa.eu/dgs/education_culture/valorisation/process_en.htm)

The dissemination tools that will be used to communicate the project's results are described in Chapter 4. Primary dissemination tools include the project's dedicated web site, technical papers, brochures, presentations, etc.

Chapter 5 describes specific dissemination activities that aim in creating maximum awareness of the project's objectives, goals and benefits. These include the workshops that will be organized by the project's consortium, as well as external events to which partners intend to participate and communicate project outcomes.

Chapter 6 presents the communication policy that will be used in the project. The described approach establishes both an internal communication policy, among consortium members, and also an external one, i.e. between the project and relevant EU research projects.

Chapter 7 provides indicators for assessing the quality of the dissemination plan, as well as the implementation of the plan by the consortium, as becomes evident by the dissemination activities that actually take place during the project.

The dissemination actions that have already taken place at the time this document was written are detailed in Chapter 8.

The conclusions to the document are provided in Chapter 9, while Chapter 10 contains a glossary of the terms used in the document.

## **1.1 Dissemination approach**

A widespread dissemination of the MESH-WISE project's objectives and results is considered crucial for the success of the project, as it will facilitate the later take-up and sustainability of its outputs in the long term. Dissemination of the project's activities and results essentially provides the link with the target research and industrial communities, and the general public to create awareness of both the project results and the Marie Curie Actions in general. It provides research and development (R&D) stakeholders with information regarding project accomplishments and benefits, and fosters future commercial exploitation (market introduction) and deployment of the project's developments. What's more, it raises the general public's awareness of the project's activities and the importance of research to society. For effective dissemination of the academic/industrial collaboration results, both the scientific and the broader public targets are considered by the project. Outreach activities specifically aiming the latter are addressed in Section 5.3.

The MESH-WISE project aims to raise the awareness of its developed technologies and solutions among the various stakeholders involved in the "Wireless Mesh Networking world":

- industrial community (companies providing products / solutions / services),
- scientific community,
- international standardization working groups,
- general public.

A multi-dimensional dissemination approach with different communication tools adapted to the respective target groups is therefore needed to disseminate the project's concept and results and attract interest and necessary feedback/involvement from them. More specifically, consortium partners will actively disseminate and publish the project's research and development results through a number of channels, including:

- Papers at leading peer-reviewed conferences, journals, and chapters in books;
- Participation in program committees and editorial boards;
- Participation in forums and industrial oriented events;
- Dissemination of information through European integration activities and conferences.

Sharing of knowledge must also be facilitated inside the consortium to foster working efficiency and horizontal consistency of the project's outputs. The rest of this document outlines the actions to be taken to reach the above mentioned goals.

## 2 Target groups and stakeholders

The following table provides a list of the target groups indicating also the partner(s) of the MESH-WISE consortium representing them or are to a significant extent involved with them.

The list will be kept up-to-date throughout the project's lifespan.

**Table 1: Dissemination groups and stakeholders**

<b>Dissemination groups / Stakeholders</b>	<b>Represented in the project by</b>
Service providers	Forthnet, Mobimesh
Device providers/developers	Forthnet, MobiMesh
Telecom operators	Forthnet
Research centres and academia	LiU, ULUND, FORTH
IEEE 802.11s Standardization group	N/A



### 3 Project reference identity

A common reference identity in all dissemination tasks allows for better visibility and recognition as well as branding of the project. Furthermore, as also required by Annex II of the grant agreement, all publications and presentations by members of the project consortium - including all funded fellows - must acknowledge the EU financial support received. This acknowledgement specifically refers to the Marie Curie Industry-Academia Pathways and Partnerships (IAPP) action, as well as the project number and acronym.

All dissemination tools and activities refer to the name of the project, to the project's website URL and to the graphic elements described in this section.

#### 3.1 Project logo



The project's logo shown above has been created during the proposal stage. The logo has been approved by the consortium partners as the official logo for the project and is used for any (internal or external) deliverable, report and dissemination tool.

#### 3.2 Layouts

Common layouts are used for the MESH-WISE dissemination materials. These include templates for deliverables, leaflets, posters and website and PowerPoint presentations.

#### 3.3 FP7 logo



The MESH-WISE project is funded by the European Commission Seventh Framework Programme for Research and Technological Development (FP7). This is the EU's main instrument for funding research in Europe running from 2007 to 2013.

The FP7 logo is used for any (internal or external) deliverable, report and dissemination tool.

#### 3.4 Marie-Curie logo



The MESH-WISE project is funded in the context of the Marie Curie Industry-Academia Pathways and Partnerships (IAPP) action. Marie Curie Fellowships are European research grants available to researchers, and the Industry-Academia Partnerships and Pathways (IAPP) is a Marie Curie action promoting cooperation of public and private research.

The Marie Curie logo is used for any (internal or external) deliverable, report and dissemination tool.

## 4 Dissemination tools

Effective and efficient dissemination requires making use of a variety of appropriate tools. The MESH-WISE dissemination plan defines specific dissemination tools for each of the target groups as indicated in the following Table.

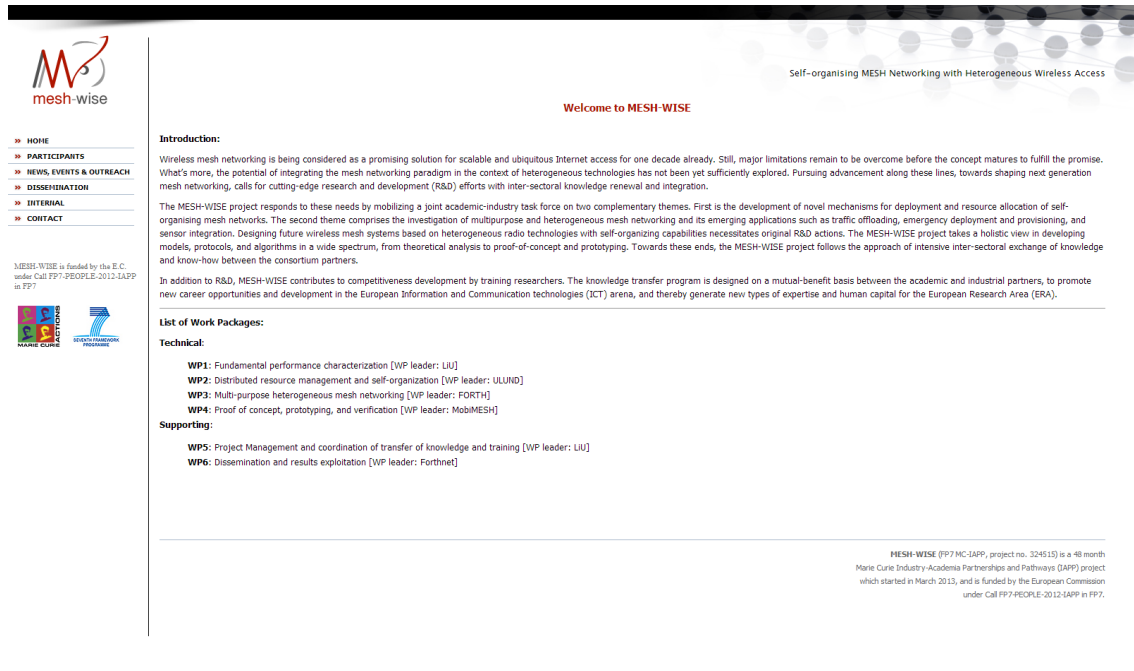
**Table 2: Dissemination tools for the targeted user groups**

Target groups	Planned dissemination actions
Industry	Link to other European projects
	Participation to specialised exhibitions and conferences
	Direct contact to possibly interested companies.
Scientific community	Link to other European projects
	Organisation of workshops
	Link with other R&D centres and scientific organizations
	Participation to national and international conferences
	Articles, reports in scientific and technical journals
General public	Outreach activities (see Section 5.3)
To all target groups	Project reference identity
	Public area of the project web site
	Other dissemination materials
Project consortium	Project management board, workshops, and technical meetings
	Initiatives for students of the universities participating to the project
	Seminars & tutorials
	Private area of the project web site
	Internal mailing lists

### 4.1 Website

An interactive dedicated project web site has been developed by FORTH in cooperation with LiU and made available on March 2013. The project's website can be found at <http://www.mesh-wise.eu/> and this is to be referred to in all public documents and presentations.

A screenshot of the project's website is shown in Figure 1.



**Figure 1: The MESH-WISE website.**

#### 4.1.1 Website content

The website includes both a public and a private restricted area. The latter is linked to the project's wiki (for internal use), where also the project scheduling, deliverables with restricted access, reporting and management tools reside.

The public section of the MESH-WISE website:

- Provides a project summary highlighting the objectives, the contents and the structure of the project including the composition of the consortium;
- Provides a short profile of each of the consortium's partners and a link to their web sites;
- Provides access to the project's public deliverables;
- Provides references of publications and presentations given at external conferences and copies of selected publications;
- Features a news & events section where events are announced and highlighted; It also refers to project events such as MESH-WISE workshops and external events where MESH-WISE will have an active role (e.g. presentation of paper(s), organisation of sessions, stands with demos, etc.);
- Ensures on-going communication and contact with the developing community.

#### 4.1.2 Management of the website

The website's content is managed by the coordinator, LiU.

The Project Management Board members (and thus the WP leaders) are advised on a regular, periodic interval for the content updates of the site.

## 4.2 Technical papers and other dissemination channels

Dissemination of technical achievements towards the scientific community is to be achieved primarily through publications in international conferences, journals, magazines, and books. Consortium members are also especially urged to upload their work to the **arXiv.org** open-access e-print service.

In addition, some results of the project and announcements for MESH-WISE workshops will be disseminated through:

- Press releases (whenever relevant);
- The websites of other thematically related EU projects;
- The websites of relevant EU institutions and bodies;
- The websites of major conferences or events with which the project's workshops will be collocated;
- International wireless networking forums, such as: the TCCC mailing list, the Mycolleagues mailing list and the AHSN mailing list.

A dissemination record will be kept by Forthnet to provide an up to date overview of the existing dissemination contacts and channels. The goal will be to target a number of project-related publications and presentations accepted for publication in proceedings and journals as indicated below.

**Table 3: Expected number of MESH-WISE publications per year**

First year (2013)	10
Second year (2014)	12
Third year (2015)	15, of which 2 journals
Fourth year (2016)	15, of which 4 journals

In case it appears that the expected number of publications might not be reached, Forthnet will contact the Project Coordinator and the WP leaders in order to resolve the problem.

The publication by the partners of articles / papers related to the results of the MESH-WISE project will be subject to the rules and terms defined in this document regarding project reference identity (Section 3) and the quality control enforced by the project's management and quality control implementation.

All publications based on work (partly or fully) funded by the EC within the activities of the MESH-WISE Project should acknowledge their affiliation to MESH-WISE and bear recognition of the funding. This is generally accomplished by adding a sentence at the acknowledgements section of a published paper, or as a footnote on a poster: **"This work has been supported in part by the EC Marie Curie Actions project MESH-WISE (FP7-PEOPLE-2012-IAPP: 324515)"**.

## 4.3 Newsletters, posters and other dissemination material

Posters will be published two times within the MESH-WISE project:

- at Month 12, to convey the project approach and objectives;
- at Month 44, to highlight project achievements.

Printed copies for the posters will be produced for specific events where appropriate.

The posters will present the goals of the project and the main (expected) outcomes, focusing on the visual aspects. The content of the posters has to be clear and easily understood by the target end users.

A news digest will be published on a quarterly basis presenting news, events and outcomes of the project. The material in the digest will also be present in the “News and Events” section of the project’s web site. At the time of writing two such news digests have been released by the consortium.

Finally, other dissemination materials may include:

- hand-outs,
  - bags for the Workshops,
  - banners and poster roll-ups,
  - other equipment for conference stands,
- all of the above will clearly bear the reference identity of the MESH-WISE project (logos and funding acknowledgement)

## 5 Dissemination activities

The results of MESH-WISE will be disseminated during the national and international events and activities organised by the consortium and at external events. The timing of these events has been selected to coincide with key project milestones.

### 5.1 MESH-WISE main events

#### 5.1.1 Workshops

The project workshops will serve as an important channel to effectively disseminate results, as well as to bridge gaps in knowledge and working culture of the partners.

MESH-WISE will organize the following four workshop events:

- The first MESH-WISE workshop in 2014 will be co-located with the 5th System and Network Optimization for Wireless (SNOW) conference which will take place in Åre, Sweden, 2 - 4 April 2014. This workshop will be organized by partner LiU.
- The second workshop, in 2015, will be organized by partner ULUND and is anticipated to be co-located with a COST IC1101 or ELIIT event where both LiU and ULUND participate.
- The third workshop, in 2016, will be organized by partner FORTH potentially as an adjunct to the IEEE WoWMoM, of which FORTH has been the organizer in 2009 and members of the MESH-WISE consortium serve steadily in the technical programme committee. The workshop could be the 8th instalment of the IEEE International Workshop on "Hot Topics in Mesh Networking" (HOTMESH).
- The final project workshop is envisaged to take place in conjunction with a top-tier IEEE event. This workshop will be organized by Forthnet, in collaboration with the academic partners utilizing their respective IEEE society's participation and expertise.

The organisation of these events will be coordinated in the context of WP6.

As stated, MESH-WISE events will be generally organised (if possible) in conjunction with other well-populated events in order to maximise visibility and attendance. For this reason, a specific task force may be established in a demand-driven manner among the partners for the organisation of joint activities.

These events will be announced on major event websites, specifically targeting the various stakeholders. The events will also be announced on available EC event pages. In addition, the consortium will make similar announcements on their own websites.

#### 5.1.2 Special Interests Group

The Consortium will target establishing a Special Interests Group within the IEEE Communications Society, which is the most prestigious technical body of the broader field of Telecommunications. This instrument can enable maximization of the dissemination impact, as it will provide direct access for technical support in the workshops to a well-established society. This, along with the necessity for publication of research results of the partners, will help guarantee

that the results of the project will continue being disseminated well after the completion of the project.

## 5.2 External events

Consortium partners will participate to conferences, exhibitions and project reviews world-wide to present MESH-WISE.

The goal is to have:

- at least 10 presentations in workshops/conferences during the first year (2013),
- at least 12 in the second (2014),
- at least 15 in the third year (2015),
- at least 15 presentations in the last year of the project (2016).

External events to which project partners participate will be tracked on a six-month basis. The associated sections on the consortium's wiki and the public website will be updated as necessary.

## 5.3 Outreach activities

The MESH-WISE outreach activities involve dissemination initiatives that are directed to the general public, instead of the research and industrial communities. Following the FP7 recommendations for the Marie Curie Actions outreach activities<sup>2</sup>, the instruments that form the outreach strategy for the project are described below:

- Outreach to youth: Fellows of MESH-WISE will promote the project and expected impact to young Europeans, by visiting schools/universities and giving presentations. The goal is to inform students of the European vision in ICT, and illustrate how the current research is bringing the vision one step closer. Seconded fellows are expected to conduct such activities a university and/or school of the host city. To measure the impact of the lectures, questionnaires will be given to the audience to fill.
- Marie Curie open research days: The events will enable students and the general public to visit the premises of the project partners to get hands-on experience of wireless network applications. LiU, ULUND, and FORTH have continuously hosted schools from their respective cities (Norrköping, Lund, and Heraklion), and will continue the success within MESH-WISE, promoting the importance of the Marie Curie program and how it has benefited their institutes.
- Web-portal: The MESH-WISE web-portal will act as an information channel disseminating the project's results and providing useful information about the scientific and technical areas of interest. The web portal will contain material as described above.
- News digest: A quarterly news digest serves to collect the results achieved through project activities, and to timely spread and promote them among the partners and other interested parties. All partner organisations contribute, and it will be available through electronic means free of charge to externals.

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<sup>2</sup> [http://ec.europa.eu/research/mariecurieactions/documents/documentation/publications/guidelines\\_en.pdf](http://ec.europa.eu/research/mariecurieactions/documents/documentation/publications/guidelines_en.pdf)



- **Media releases:** MESH-WISE will also be popularly published through articles in newspapers, discussing key innovative areas of the project and how the results can benefit the general public. Similarly, press releases can be another instrument to promote the project and the benefits to the organisations from the Marie Curie action. In addition, opportunities of broadcasting (TV or radio) interviews will be pursued to bring, at a high level, the knowledge, achievement, and importance of the scientific domain of MESH-WISE, and the impact of the Marie Curie programmer for the ERA.
- **Social media:** The content of the preceding four items will also be released and published in popular social networking sites such as LinkedIn, Facebook, Twitter, and Google+. These are very cost-efficient ways of having a continuous outreach effects to complement the more formal events. At the time of writing, MESH-WISE has been registered with LinkedIn<sup>3</sup> and Twitter<sup>4</sup>.
- **Public demo:** Another complementary approach is live demonstration of the project outcome and its added benefit to the community. In the final year of the project, the MESH-WISE partners will organise a public demo. Feedback of the experience from the audience will be collected.

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<sup>3</sup> <http://linkd.in/1ckKL9E>

<sup>4</sup> <https://twitter.com/MESHWISE>

## **6 Communication policy**

### **6.1 Internal communication**

LiU, as coordinator, is the central contact point for internal communication. Documents and files can be uploaded on the consortium project wiki page.

More information on internal communication is available in Deliverable D5.1 (Project Management Plans).

### **6.2 External communication**

The Project Coordinator and Forthnet are the central contact points for external communication. The contact details of either the Project Coordinator or Forthnet should be mentioned on the website and on any document where it appears to be relevant.

The contact details for the Project Coordinator are:

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The contact details for Forthnet are:

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## **7 Conclusions**

This document has presented a comprehensive dissemination strategy specifying a common project reference identity, specific tools and activities adapted to the respective target groups, a clear communication policy and an internal assessment procedure.

The dissemination plan described in the document therefore presents the overall process that will be followed by the consortium to optimize the awareness of the project's output as well as the dissemination of project results to all relevant stakeholders, both at a general level as well as at the level of each individual research outcome.

The dissemination plan encompasses a coherent and carefully structured set of promotional tools and processes, chosen to synchronize the communication with stakeholders and dissemination of the results as much as possible with the processes and deliverables.

To further improve the dissemination strategy, the dissemination plan will be constantly updated during the project's lifetime as a result of that the project moves forward and the feedback from stakeholders accumulates.

## 8 Glossary of Terms

COST	European Cooperation in Science and Technology
EC	European Commission
EU	European Union
FORTH	Foundation for Research and technology
FP7	Seventh Framework Programme
IAPP	Industry-Academia Partnerships and Pathways
ICT	Information and Communication Technologies
IEEE	Institute of Electrical and Electronic Engineers
LiU	Linköping University
MCA	Marie Curie Actions
PU	Public
SNOW	System and Network Optimization for Wireless
ULUND	Lund University
URL	Uniform Resource Locator
WP	Work Package

