



**Integrated Project on Interaction and Presence
in Urban Environments**

FP6-2004-IST-4-27571

ipcity.eu

**Revised Dissemination Strategy and Knowledge
Management Plan**

Deliverable D2.6

Annex to D1.1 – Project Handbook



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Abstract

This document, which is an every year updated annex to the project handbook (D1.1) defines in accordance with the definitions and regulations in the Annex I and the Consortium Agreement the implementation of the general dissemination strategy of the project.

This includes the general purposes of dissemination activities, different audiences to whom the dissemination will be targeted, different operative dissemination plans needed to guide the dissemination activities, and responsibilities within the project with respect to preparation, engagement, and control of the plans.

1 Introduction

This document, which is an annex to the project handbook (D1.1) defines in accordance with the definitions and regulations in the Annex I and the Consortium Agreement the implementation of the general dissemination strategy of the project.

This includes the general purposes of dissemination activities, different audiences to whom the dissemination will be targeted, different operative dissemination plans needed to guide the dissemination activities, and responsibilities within the project with respect to preparation, engagement, and control of the plans.

2 General

2.1 Purpose of dissemination activities

The project will launch both internal and external dissemination activities. The main purpose of internal dissemination activities is to facilitate the efficient functioning of the project by ensuring, that all relevant information necessary for progress and good results in the project will be available when needed. The main purpose of external dissemination activities is to bring the scientific results of the project available to corresponding research communities and to ensure that they will have maximal impact. Besides the main purposes, integrated projects are also expected to contribute in the strengthening of the European research community and to engage with actors beyond the research community and with the public as a whole, to help spread awareness and knowledge and to explore the wider societal implications of the project. These define corresponding additional goals for both internal and external dissemination activities.

2.2 Purpose of this document

This document defines the overall structure of dissemination activities, and major means and general policies, roles and responsibilities related to dissemination activities. The actual implementation of dissemination activities is documented in various dissemination plans, which are internal documents to the project and created and updated according to the procedures indicated in this document. The dissemination strategy is intended as a reference material to the project participants. It is a living document, which will be adapted and updated throughout the project – especially at the beginning of each project phase.

3 Internal Dissemination

The purpose of the internal dissemination activities is to help in creating a shared vision and understanding of the project direction and both long-term and short-term goals, to facilitate the efficient functioning of the project by providing timely access to relevant information, and to help in strengthening the Presence research community within the project. A variety of means for this will be available to the project, and a number of plans will guide the utilisation of the dissemination means and other dissemination activities.

Internal dissemination is directed to project partners. In some cases, like with the e-mail newsletter, communication used mainly for internal dissemination may be made available to other interested parties as well.

For the third year, a major challenge for internal dissemination is that two new partners have started in the project, and their work and activities must be integrated into the existing body. Internal dissemination has an important role in this respect.

3.1 Means of Internal Dissemination

3.1.1 Meetings

Various meetings at project, workpackage and work group level will be one of the main means in internal dissemination. Procedures related to most important meetings are described in the project handbook. A meeting calendar for the project will be made available at the project web site. The inviter of a meeting will be responsible of the updating of the meeting information in the calendar.

3.1.2 Central document repository

A BSCW-based document repository has been made available, hosted by FIT. The procedures related to its use are described in the project handbook.

3.1.3 E-mail mailing lists

A number of mailing lists have been generated in the FIT server. They are described in the project handbook. Correspondence using the lists will be recorded and saved in the document repository.

3.1.4 WWW-site

A common www-site will be created and used both for internal and external dissemination purposes. To facilitate timely updates it will be constructed and hosted so, that workpackages can update the content of their own pages themselves. The features used for internal dissemination purposes include:

- glossary of the common terms used in project (wikipedia-like)
- list and links to potential publication forums
- Newsletter archive
- A blog-type communication channel will be experimented with during 2008

3.1.5 Newsletter

An e-mail newsletter will be edited and circulated to all participants about once in a month by UOulu. Workpackage leaders are responsible in providing the project-related information for the newsletter.

3.1.6 A system for sharing and maintaining software code and technical information

A number of software systems and components will be developed in the project by a number of different partners, and used by other partners. To manage this a specific systemic solution must be devised. The leaders of the technical workpackages (WP4 & WP5) are responsible in developing a solution for this and providing the necessary guidance and documentation so that other partners can utilise it.

3.1.7 “Winter school”

There is a need to further advance the work of doctoral students working in the project, and to help them in utilising the possibilities offered by the large, multidisciplinary and multisite project, for example in respect to joint publications. For this, a forum focusing on the doctoral studies within the project would be helpful. The possibility to organise a “winter school” for students will be considered during 2008.

4 External dissemination

The purpose of external dissemination is to achieve optimum impact for the work done within the project with respect to various stakeholders – both scientific communities and other, professional stakeholders, and general public. For the year 2008 the external dissemination will focus on two major issues: showcases and scientific publication.

Showcases have in most cases advanced beyond the first experiments and are entering into the phase of final field trials, which will form the foundation of the major outcomes of the project. To maximize the impact of this work it is necessary for them to identify and select suitable channels, to plan forward and to learn from each other. This means concrete plans how to disseminate results beyond immediate stakeholder contacts.

A special challenge is that showcases WP7 and WP9 are doing a major reorientation, and they will need a special support so that they can rapidly identify and reach the right audiences.

The scientific publication is growing both in terms of volume and of quality. The scientific board needs support to plan, monitor, and guide this publication. The project offers a very good ground for joint publications directed both in scientific forums and in particular towards stakeholder forums, and these should be encouraged. Extra emphasis will be put to help doctoral students in their publication.

4.1 Means of global scientific dissemination

4.1.1 Scientific publications

Scientific publications are the major means for this level dissemination. The general aim is to publish on highest possible forums. Cross-partner and cross-workpackage publication is encouraged to strengthen the European presence research community. Publication procedures are described in project handbook. A list of potential publication channels and a calendar of deadlines will be collected and made available through the project web site.

4.1.2 Demonstrations and video publications

The project will also produce results which are more natural to be communicated as live demonstrations or video publications, and such submissions for major conferences are encouraged.

4.1.3 WWW site

Each of the research workpackages and showcases will have their own pages where the research questions, selected approach and results achieved can be explained with links to further information. A general list of published papers, demonstrations and videos will be made available through the project web site.

4.2 Means of European Dissemination

4.2.1 White papers

As described in the technical annex, the project will encounter and cope with a number of issues in technical interoperability and it thus may be able to contribute to the standardisation efforts in various areas related to the research field of the project. The dissemination of these results will mainly take place in the form of white papers produced for discussions with national and European representative in various standardisation committees.

4.2.2 Participation in events and workshops

Strengthening of the European presence research community beyond the project will mainly take place first by active participation in the events organised by the Presence II program

and in other related events organised by EU, and secondly by the organisation of thematic workshops either related to scientific conferences or by the project itself.

4.2.3 Demonstrations, workshops and training

As described in the technical annex, the project will organise demonstrations and training events aimed to audiences outside the scientific research community. These may include fairs or events organised by EU, and special visits in professional schools, for example.

4.2.4 WWW site

The WWW site will include a special section related to the European level dissemination.

4.3 Means for Local Dissemination

4.3.1 Showcases

The experiments with showcases themselves are the major dissemination means of dissemination towards the general public.

4.3.2 General brochure and leaflet template, publicity materials

To support the publicity activities by partners and showcases a general brochure of the project will be prepared to be distributed in activities related to the showcases and in publicity activities by other partners as well. Also a project flyer template will be provided, which partners and work packages can use as a base for their own flyers for specific purposes. A set of publicity materials including free-to-use images will be made available for the partners through the project web site.

4.3.3 WWW site

Each of the showcases will have a section in the WWW site they can use for local publicity purposes.

Also a record of project publicity will be collected and maintained in the web site.

5 Roles and Responsibilities

5.1 Scientific Board

The scientific board is responsible for the following tasks

- modifying and extending the list of research topics within the individual research workpackages.
- initiating and approving new showcase workpackages
- recommend their discontinuance of showcases after the current phase
- coordinating the strategic objectives of the project
- monitoring of gender and ethical issues
- establishing an internal project revision
 - reviewing of the showcase workpackages
 - inviting new partners to the consortium or issuing an appropriate open call
 - approving detailed workpackage plans for the next project phase
 - defining the critical success factors for each workpackage in the next project phase
 - appointing internal reviewers for deliverables and reports
- establishing liaisons with related European projects (FP6), national projects, and research organizations (within and outside of Europe)
- development and maintenance of a dissemination strategy (dissemination plan) for the project
- setting out plans for project visibility through
 - participation in fairs, conference exhibitions, and other events
 - participation in competitions
 - press releases
 - scientific and other publications
- monitoring of the dissemination plan

5.2 WP 2 leader

UOulu as the WP2 leader is responsible of

- drafting the general parts of the dissemination plan
- coordinating and controlling dissemination activities
- preparing and presenting the current dissemination plan to be reviewed to the executive board, and collecting the suggestions for updating it
- maintaining the general parts of the WWW site
- collecting, editing and distributing the e-mail newsletter

5.3 Other WP leaders

WP leaders are responsible of maintaining the corresponding WP sections of the WWW site and delivering dissemination materials and information related to each WP to UOulu.

5.4 WP4 and WP5 leaders

WP4 and WP5 leaders are responsible in preparing the software code and technical information dissemination plan to supervise the execution of the plan and running of the resulting system.

5.5 Each partner

Each partner is responsible of participating actively in dissemination activities, and nominating a contact person for dissemination purposes.

6 Dissemination Plan

6.1 WWW site

A common www-site (www.ipcity.eu) has been in operation since April 2006. It is used both for internal and external dissemination purposes. There was a major update both for form and content in November 2006, as a result of discussion in dissemination workshop in the Berlin general meeting in October. There has been a major content update of WWW pages during Autumn 2007. Next major update is planned towards the end of year 2008.

The website contains pages with descriptions of the project in general, and each workpackage. Site also hosts the contents published in the IPCity Newsletter, both in news/blog version and as an archived newsletter page.

There is also a wiki-type glossary for unification of the use of concepts. The glossary is a common editor based on wiki, where all participants of the project can contribute to the development of the wiki.

The usefulness of a blog-type additional communication channel within the website will be tested during 2008.

6.2 Internal dissemination plan

Meetings

General meetings:

Previous: Barcelona 24.-25.2. 2008 (review meeting), Graz 28-30. April 2008

Next: Cambridge 29.9.-1.10. 2008

Smaller meetings within and between workshops: when needed

Executive board meetings: every month (except in August)

BSCW

In active use, no need to major changes, more subbranches added to existing structure when needed

Internal e-mail lists

In active use, no need to changes

WWW site (www.ipcity.eu)

In active use and established itself as the gateway towards the project. The call for a new partner generated a lot of traffic in 2007, and the activity has remained at a clearly higher level since that.

Newsletter

17 newsletters produced this far, typically a mix of internal news and news related to project collected from various other distribution channels. Reminders of conference CFP:s and deadlines found to be popular among the reseaehers. Decision has been made to keep the distribution of the newsletter limited to project participants, and use the PEACH organ KEHO to reach larger audiences instead.

6.3 Software code and technical information dissemination plan

A special software repository to facilitate the distribution of program code has been created in the BSCW. This is in active use, no need for major changes.

6.4 Scientific dissemination plan

The volume of the second year submissions was higher than in the first year, and also directed to better quality forums. The first journal papers were published. The published papers were still almost all directed to technical audiences, and during 2008 the publication towards other stakeholder communities should be emphasised more.

Planned dissemination events

Participation in the PEACH summerschool, Santorini, July 2008

Scientific dissemination channels planned for next period

ACM CHI2008

IEEE 2008 Winter Vision Meetings, Workshop on Application of Computer Vision

IEEE Virtual Reality 2008

IEEE ISMAR 2008

Eurographics Virtual Environments 2008

IEEE 3DUI

ACM UIST 2008

NordiChi 2008

AVI 2008: Public and Private Displays workshop

Participatory Design 2008

A joint "IPCity presence manifesto" paper will be written by participants in the WP3 for the Presence journal, planned submission Summer 2008.

6.5 European dissemination plan

The major event at European level will be the European City of Science Exhibition in Paris in November. The project has been accepted as one of the 80 participants. This will be a large public event with high visibility, and the major effort in that direction for the whole project. WP 6 and WP 7 will be most visible in the exhibition, but also others will contribute.

6.6 WP6 dissemination plan

Participatory workshops

Workshop in Cergy-Pontoise (UMLV, TUW, UniAK, TUG) September 2008

Workshop on urban rules (UniAK, TUW)

Paper writing plans:

'Negotiating Urban Change' (UMVL, TUW), in preparation

Mixed reality paper based on additional fieldwork (TUW, TKK), in preparation

Paper on token concept (TUW)

Working with urban rules (UniAK, TUW)

Working with sound:

Special participatory workshop with a focus on sound, Paris or Vienna, Spring 2008

Demos

Architekturzentrum Wien

6.7 WP7 dissemination plan

Trials and experiments with users

User Trials for MapLens August 9, 2008 –new technical developments, tasks game scenario (UCam mapping, UOulou, TKK)

2 User Trials for CityWall: as control to compare effect of new location for June, 2008, and trial to compare effect of new application for mid-August, 2008

Papers writing plans:

PPD'08 Workshop: small and large multi-touch interfaces.

ACM Multimedia 2008: Gesture, Physicality and Recognition of Engagement.

NordiCHI Design Cases: How situated use affects re-design.

IEEE Multimedia: the round up/ finalisation of large scale public events chapter (TUW, TKK, TUG)

CHI 2009: Expanding the ludic nature of the interface of *CityWall* so the participants can engage with and comprehend complex content.

Public Events

In conjunction with Helsinki city events and festivals

Working with with organizers for "Public and Private Displays - COST Proposal".

Participation in the PEACH summer school

6.8 WP8 dissemination plan

User tests and workshops

- First tests with new XSens tracker

Participation in conferences:

HCI Workshop on [Evaluating Player Experiences in Location Aware Games](#)

GI-workshop paper "Mobiles Spielen"

A paper for Mobile HCI

Preparation of an indoor demo (w/o GPS, VR-like) for demonstration events

Demonstration at PEACH summer school

6.9 WP9 dissemination plan

In preparation because of reorientaion of research and experiments

7 Management of knowledge, IPRs, and other related activities

The rules for the confidentiality of information and handling of the IPRs are presented in the Consortium Agreement, section 10.

The management of knowledge and intellectual property and other aspects of innovation are allocated to specific activities within work packages. They are twofold: On one hand, potential IPR applications for new concepts and solutions will be prepared by participants. On the other hand, information will be disseminated within the project and to external bodies such as publications, presentations and standards bodies, but only after the necessary steps for ensuring the protection of IPRs have been made. This ensures that intellectual property rights will be secured in the interest of project partners. Contributions to external bodies will have an impact on global harmonization of concepts. The dissemination of information and influence (e.g. on standards bodies) is a prerequisite for the economic value of IPRs.

The management of such activities will be part of the mandated of the project coordinator and the Executive Board. If necessary, the Executive Board will adjudicate on difficulties that are drawn to its attention related to knowledge management and associated matters.

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For further information regarding the IPCity project please visit the project web site at:

ipcity.eu