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Internet of Things and Services

(FP7 257852)

D12.2.1 Dissemination Strategy, Cluster and other Activities 1

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1. Executive Summary

This deliverable is part of task T12.1 Dissemination which is to define a comprehensive dissemination strategy with measurable goals. It works as a reference point for all partners in dealing with dissemination and covers the initial stages of dissemination; raising awareness of the project and disseminating emerging results.

As a starting point, dissemination objectives, methods and target audiences are established. Objectives include building awareness, disseminating the project to strategic boards of participants and preparing scientific standing in professional clusters. All these support the overall objective of integrating ebbts components in other enterprise environments and promoting early exploitation. Dissemination takes place using a variety of communication forms and media and important elements are the website, conferences and the production of papers.

Dissemination is initially targeted at ICT scientific and research communities as well as agricultural and industrial communities. However, the aim is also to have a wider audience in mind such as consumers, consulting companies in manufacturing and logistics and supply chain management companies.

In order to achieve the objectives, focus is on an active and effective dissemination. The partners are responsible for dissemination within their own areas of expertise and for working together with other partners in locating and organising relevant activities. The partners will also cooperate with external business communities and research clusters.

Strong coordination is another element which is important for maximising the transfer of knowledge to the outside world. To achieve this, a knowledge base and a management base have been set up. In relation to dissemination coordination, a wiki has been established which enables partners to keep track of related activities and allows them to cooperate, report and monitor progress. How to manage dissemination of project results between partners is treated in sections on deliverable classification, protection of intellectual property rights and open source.

After having established the strategic foundation for dissemination, a dissemination plan is introduced which outlines a range of measurable goals in order to facilitate an active dissemination and realisation of objectives. Selected elements are: Marketing activities, events organised by partners, scientific papers and website visits.

Another important aspect of the strategy is cluster activities. The ebbts partners will actively participate in concertation and cluster activities with other ICT funded projects organised by the European Commission such as the FInES and IERC clusters. In the FInES cluster, ebbts will lead the Taskforce on Manufacture and Industry and on International Relations. In the IERC cluster, ebbts will be the leader on Semantic Interoperability. ebbts will also participate in the cluster on Smart Buildings/Smart Spaces and the Future Internet Assembly (FIA). A detailed plan for cluster activities can be found in D12.7 Cluster Collaboration Plan.

Finally, all completed dissemination activities are listed followed by activities planned from M7 to M18 where this document will be updated.

This document will also be updated in M30 and M42. A final plan for dissemination and exploitation of knowledge is planned in M48.

2. Introduction

2.1 Purpose, context and scope of this deliverable

This document presents a detailed dissemination strategy for the ebbits consortium to support the ongoing dissemination of the project. The aim is to set out an agreed approach to dissemination throughout the project to ensure that dissemination objectives are met in a form agreeable to the Consortium and beneficial for the business interests of individual participants.

The dissemination strategy is intended to optimise dissemination of project knowledge and results to scientific and industrial communities, companies and public organisations.

It deals with the initial stages of dissemination: Raising awareness of the project and disseminating emerging results. It incorporates the EU's model for dissemination which includes:

- Defining the overall objective of dissemination and exploitation
- Determining organisational approaches of the different stakeholders and allocating responsibilities and resources
- Identifying which results to disseminate to which audiences and planning activities accordingly

2.2 Deliverable organisation

This deliverable is organised as follows:

Chapter 3: Dissemination objectives and methods, responsibilities and management

Chapter 4: Dissemination plan for achieving the project objectives

Chapter 5: Cluster and other activities

Chapter 6: Completed dissemination activities M1-M6

Chapter 7: Planned activities M7-18

Chapter 8-9: Appendixes

Chapter 10: List of figures and tables

3. Dissemination Strategy

3.1 Proposed approach

The ebbbits dissemination strategy is to progressively increase dissemination efforts as project results are obtained in order to assure a wide awareness of the ebbbits project and favourable conditions to facilitate exploitation after the end of project. The dissemination strategy is intended to optimise dissemination of project knowledge and results to companies and organisations which share an interest in the scientific results and the applications, or are potential service providers of ebbbits. Also the ebbbits project is involved in the FInES and IERC clusters and in the cluster on Smart Buildings/Smart Spaces to create synergy between related projects.

In order to achieve the objectives, partners will actively engage in dissemination activities within their areas of expertise and work together for identifying and carrying out dissemination activities. These include:

- Writing academic and technical papers to be presented at conferences and trade shows and published in leading academic and technical journals
- Organising conferences, exhibitions and workshops
- Creating strong liaisons with business stakeholders and establish powerful scientific standing in professional clusters
- Updating the website continuously with new information on the progress of the project
- Producing marketing material, press releases and newsletters for distribution
- Visiting stakeholders and demonstrating the ebbbits platform

The dissemination of the project and its results will take several forms and use a variety of media. There will be clear acknowledgement of EC funding in all dissemination activities, at any media or event.

All activities will be reported to a central wiki repository¹ for coordination in order to monitor what happens where and when and to facilitate effective partner cooperation.

The dissemination effort for the project began from day one with the establishment of a website for publicity purposes². The website will store technical developments, events and invitations to join a dedicated mail group/interest group. The site will also display any papers and presentations given by consortium members whether at European conferences or workshops.

3.2 Objectives and methods

The overall objective of the ebbbits dissemination is to provide an active and professional dissemination of the project results. In the initial stages of dissemination, the main focus is on raising awareness of the project and disseminating emerging results. In later stages, the focus moves towards integrating ebbbits components in other enterprise environments and promoting early exploitation.

¹ <https://forge.fit.fraunhofer.de/gf/project/ebbbits/wiki/>

² www.ebbbits-project.eu/news.php

The following table lists the strategic objectives for the early stages of dissemination (project year 1 and 2) and the later stages (project year 2-4) together with the methods used to achieve the objectives in the light of the project chronology:

Time	Objective	Methods
Year 1	<p>Create awareness about the ebbits project</p> <p>Dissemination in strategic boards of participants</p> <p>Prepare powerful scientific standing in professional clusters</p>	<ul style="list-style-type: none"> • Publication of support material, flyer and the website • Attendance in seminars and congresses • Press releases and liaison with business stakeholders
Year 2	<p>Continue to build awareness of the ebbits results in academic and scientific circles, both within ICT and business communities.</p> <p>Verify opportunities to apply the ebbits components in business environments and involve other stakeholders</p>	<ul style="list-style-type: none"> • Aligning events with similar EU or national projects • Organise European conference on IoPTS (Internet of People, Things and Services) • Preparation of pre-commercial brochures • Visit business communities • Website enrichment • Peer reviewed papers in international journals • Conference and workshop papers
Be-yond	<p>Prepare to integrate ebbits in other enterprise environments based on the evaluation of the field trials and from SAP's customer base. Promote the early exploitation of an ebbits platform and individual components</p>	<ul style="list-style-type: none"> • Preparation of a commercial brochure • Newsletter to potential users • Take-up of semantic search components • Take-up of the service oriented architecture concepts • Demonstration the ebbits platform

Table 1 Dissemination objectives and methods

3.3 Target audiences

Three major groups of target audiences have been identified and analysed: 1) The research and scientific community in ICT. 2) The industrial community including large industrial corporations, SME's, consulting companies in manufacturing and logistics, supply chain management companies. 3) The agricultural communities including farmers, food processing companies, retailers, authorities, consumer organisations and individual consumers

As the project progresses, the website will widen the scope of target audiences, e.g. targeting consulting companies in manufacturing and logistics, supply chain management companies and consumer organisations and individual consumers, while at the same time provide a greater degree of focus on each of the target groups singled out for early exploitation and in accordance with the customer bases of the industrial partners.

3.4 Dissemination responsibilities

Dissemination activities will be undertaken by the consortium as a whole and by each partner on an individual basis.

The partners are responsible for dissemination within their own areas of expertise and for working together with other partners in locating and organising relevant activities. The partners will also cooperate with external business communities and research clusters.

The following table summarises the dissemination responsibilities for each partner:

Partner	Responsibility
FIT	<p>Present ebbbits at the GSMA Mobile World Congress</p> <p>Disseminate the project results at trade fairs such as CeBIT</p> <p>As project coordinator, be responsible for general dissemination, and in particular dissemination through the EU channels: Cordis news, Cordis wire, Cordis express, European News Room</p> <p>Participate in the FINES cluster (Taskforce Leader on International Relations), the IERC IoT cluster and in the cluster on Smart Buildings/Smart Spaces</p> <p>Administer the BSCW and the Gforge collaborative tools, including establishing a wiki tool for dissemination coordination</p>
CNET	<p>Disseminate technical results related to ICT technologies and infrastructures. Participates in the IERC cluster (Semantic interoperability)</p>
SAP	<p>Disseminate technical results related to ICT technologies and infrastructures</p> <p>Disseminate the project results at trade fairs such as CeBIT</p>
COMAU	<p>Disseminate advancements in production technology and robotics. COMAU will provide a small flash of a working robot to place on the website</p> <p>Participate in the FINES cluster</p>
TUK	<p>Disseminate results related to ICT and enterprise framework towards research and business community</p>
ISMB	<p>Disseminate technical results related to ICT technologies and infrastructures at both international and national level.</p> <p>Disseminate the project results at fairs in the ICT field.</p> <p>Participate in the IERC cluster</p>
TNM	<p>Disseminate the ebbbits platform to agricultural forums</p>
IN-JET	<p>As Dissemination manager, coordinate the dissemination activities</p> <p>Disseminate technical results related to ICT</p>

Partner	Responsibility
	technologies and infrastructures and business models. Participate in the FINES cluster (Taskforce on Manufacture and Industry).
INTERSOFT	Disseminate technical results related to ICT, especially those related to the application of semantic technologies, towards business and research community

Table 2 Dissemination responsibilities for each partner

3.5 Managing dissemination

The overall management of consortium dissemination activities is the responsibility of the Dissemination Manager.

To coordinate partner activities, a wiki for dissemination has been established. The wiki is a web-based space which enables partners to keep track of related activities in order to submit contributions at the right time and place and which allows participants to cooperate. All partners are requested to enter information about national and international events (workshops, conferences, etc) and journals that they are contributing to with information originating from ebbts funded work. Partners can also enter proposed events that they seek partners for.

Only activities registered on the wiki will appear in the activity reports.

In order to register the amount of press coverage on the project, each partner will closely monitor the web and written press for any coverage of the project and add articles/links on the BSCW in the folder: Work in Progress, WP 12 under Dissemination activities³.

Press releases produced by the partners should also be published here (See section 4.1.1 in this document for more on press releases)

The information obtained will be published on the website on a page dedicated for media coverage.

3.6 Deliverable classification

Deliverables are classified in relation to type⁴ and dissemination level⁵. All deliverables marked as public will be made publicly available in order to achieve a maximum impact. This default regulation will only deviate in cases of special legitimate interests of consortium partners.

All deliverables are listed on the project website and the ones marked with PU (public) will be available as downloads.

Any major deliverable that will be disseminated to the outside world usually require external reviewing before being published.

3.7 Protection of intellectual property rights

Representing both academic and commercial interests, the project partners will have different traditions and requirements when it comes to publishing results. Hence, specific rules for

³ <https://fit-bscw.fit.fraunhofer.de/bscw/bscw.cqj/38963703>

⁴ Types: R = Report - P = Prototype - D = Demonstrator - O = Other

⁵ Dissemination level: PU=public, PP= Restricted to other programme participants (including the Commission Services), RE= Restricted to a group specified by the consortium (including the Commission Services), CO= Confidential, only for members of the consortium (including the Commission Services)

dissemination and publication of knowledge from the project are set out in the Grant Agreement, Article II.30 and the Consortium Agreement, section 8.3.

In particular, the following guidelines should be followed:

- The consortium participants may publish information on knowledge arising from the project provided this does not affect the protection of that knowledge. Before any knowledge dissemination takes place that may impact on the exploitation potential of one or more partners, the matter should be agreed with the Project Board.
- Prior to any planned publication a copy shall be sent at the earliest time possible before the publication according to the Consortium Agreement. Any objection to the planned publication shall be made in accordance with the Consortium Agreement in writing to the Coordinator and to any partner concerned within 15 days after receipt of the notice. The objection has to have the form described in the Consortium Agreement section 8.3.1. If no objection is made within the time limit stated above, the publication is permitted but not before an expiry of 30 days.
- A partner may not publish foreground or background knowledge of another partner, even if such foreground or background knowledge is amalgamated with the partner's own foreground, knowledge without the other partners' prior written approval. (CA, section 8.3.2).
- Methodologies and market research studies can be disseminated according to the regulation in the CA in alignment with each party's logo and trademark guidelines and with the prior written agreement of the parties.

3.8 Open source

The consortium partners have agreed on the following when it comes to publicising software results:

- Results marked as public deliverables in the proposal will be made publicly available in order to achieve a maximum impact. This default regulation will only deviate in cases of special legitimate interests of consortium partners.
- Results in form of software will be made available according to the deliverable plan that defines which prototype deliverables will be public at what point in time (see section 1.3.8 in the DOW).
- The method of publication will be to make the specified software available for download on the project website to the general public.
- As ebbts services and applications are directed towards a highly distributed access mechanism, they can be deployed independently of each other. This allows for putting them under different licences to accommodate for different usage scenarios and consortium partner interests.
- If open source is used as a license, allowing commercial usage will be the minimum expectation and GPL will be explicitly forbidden since it dramatically restricts the uptake of open source by commercial parties. (See DOW, section 3.5 on GPL).

In regard to the use of open source and publication of project results as open source, the following process has been agreed on in the Consortium Agreement, section 4:

- Only own code or code with licenses like Apache 2.0 will be accepted. This regulation prevents any problems that might arise with the exploitation of the code during the course of the project, as it allows all open source licenses and at the same time is suitable for commercial licenses.

The Parties share the common understanding that the Use of the Foreground shall not be predetermined. If a Party intends to incorporate or integrate third party modules in its Foreground software it shall comply with the following:

- Any Foreground that will be issued to open source hereunder shall be licensed under the Apache 2.0 license. In case of use of open source components within Project deliverables, the license of such open source component shall comply with the terms of the Apache 2.0 license. No open

source component shall be used which terms would be incompatible with the Apache 2.0 license.

- In case of use of third party components which are licensed under proprietary licenses, each Party shall not include such materials in any Foreground that will be subject to the Apache 2.0 license, provided that the third party owning such materials has given its express written consent in such use.
- Each Party shall check the license terms and conditions of any third party and open source component prior to its integration into its Foreground.
- Each Party shall inform the Quality Manager prior to such integration and shall provide him with all necessary information, especially with a copy of license terms and conditions of the third party or open source component. The Quality Manager will evaluate the terms and the usage scenario and involve the Parties concerned.
- Notwithstanding the foregoing, all affected Parties shall mutually agree in advance, in case their Foreground shall be submitted as open source. Any use of open source in the Project other than those compatible with the Apache 2.0 license shall require unanimous consent by all Parties. Each Party shall therefore not submit any Work to the Project in a manner that would require that all or some of the Foreground, Background or any other Work must be licensed under Controlled Licence Terms, unless all Parties have unanimously approved in writing such use or introduction.

3.9 Acknowledgement of EU funds and use of logos

When disseminating the project, ensure that acknowledgement of the source of funding is clearly displayed. This includes the following:

- Acknowledgement of EU funds in all reports and publicity material (including the ones produced by every partner in the name of its company within the framework of the project). Example: The ebbitts project is a four-year project which started in 2010. It is partly funded by the European Commission⁶ under the 7th Framework Programme⁷ in the area of Internet of Things and Enterprise environments under Grant Agreement no. 257852.
- Use of logos⁸. The logo of the European Commission, DG INFSO must be used on all publications and promotional material. In case of power point presentations you can use the DG INFSO and/or the FP7 logo.

EU logos used:



The second and third logos can be used interchangeably to facilitate publication.

⁶ http://ec.europa.eu/information_society/index_en.htm

⁷ <http://cordis.europa.eu/fp7/ict/>

⁸ http://ec.europa.eu/research/fp7/index_en.cfm?pg=logos

- All publications relating to Foreground shall include the following statement: "The research leading to these results has received funding from the European Union Seventh Framework Programme under Grant Agreement no. 257852".
- In addition to the CA Article Section 5 all information provided to the Commission, publications and press releases shall have a valid disclaimer saying:

"The information in this document is provided "as is", and no guarantee or warranty is given that the information is fit for any particular purpose. The above referenced consortium members shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials subject to any liability which is mandatory due to applicable law. Copyright 201.. by ... [Annotation: please list all partners who contributed to the respective project deliverable]."

- Check with partners if necessary. See this document, section 3.7 Protection of Intellectual Property Rights

3.10 Dissemination activities

This deliverable focuses on the initial stage of dissemination which in turn consists of two stages: Raising awareness and disseminating emerging results. The following two sections outline the planned dissemination activities of the two stages.

3.10.1 First stage of dissemination: Raising awareness

The first stage of dissemination takes place through a rich project website, various printed and electronic brochures, newsletters and press information. The project will also be presented at conferences, seminars and workshops within ICT and industrial domains.

The website and project logo

The project website was established at the beginning of the project containing information about the project as well as relevant news and events. The website will be kept updated with news, public deliverables, articles and material from participation at events e.g. presentations, keynote speeches, and conference proceedings.

The project website can be viewed at the URL: www.ebbbits-project.eu/news.php. The site displays (subject to copyright restrictions) papers and presentations given by consortium members, whether at European conferences or workshops.

A strong project logo has been developed and implemented on the website and on project material such as templates for official press releases and presentations.

The project logo is based on green as the dominant colour to signal sustainability, environment, and energy efficiency.



The logo may not be decomposed, i.e. it is not allowed to separate the globe from the name.

Press and marketing

A press release template has been made and press releases will be issued ad-hoc in relevant languages.

A newsletter will be prepared from partner input and distributed to relevant audiences by the individual partners. The newsletter will describe results obtained and planned activities for release every six months. The first issue is due during project year 1.

A flyer will be prepared to disseminate the objectives, the expected results and impact of the project.

Meetings, conferences and seminars

Partners in the consortium will disseminate the project internally through their internal bulletins and by presentations at internal and external meetings and events.

The ebbits project will arrange a bi-annual European workshop on "The Internet of People, Things and Services". The first conference will be organised in April/May 2012 as a workshop during the Future Internet Assembly (FIA). The target audience for the first event will be computer scientists and industrial researchers. The main aim will be to demonstrate European advances in the field of interoperable semantic technologies for Internet-based business applications and disseminate ebbits results. The second conference will focus on agriculture.

3.10.2 Second stage of Dissemination: Disseminating emerging results

As early results appear, the members of the project will write academic and technical papers to be presented at conference and trade shows, and published in leading academic and technical journals.

The results of the scientific research work will continuously be submitted for publication to international, peer-reviewed conferences. Dissemination will be targeted at important computer science conferences, both recurrent and ad hoc.

The following dissemination activities have been planned:

Website

The website will be kept updated with news, public deliverables, articles and material from participation at events e.g. presentations, keynote speeches and conference proceedings.

Conferences and trade shows

The following annual conferences and events will be targeted:

- UBICOMM⁹
- IEEE SECON¹⁰
- Future of the Internet¹¹
- Enterprise 2.0¹² (US-based)

ebbits will organise a number of seminars aimed at academic professionals, industrial technology experts and the European industry at large. Besides the large number of events and networks in the ICT field, special focus will be placed on also disseminating to industrial forums such as the automotive, energy, automation and agricultural industries.

Publications

The scientific results will be disseminated to the academic and industrial communities through peer-reviewed publications. Important media for publications are:

- IEEE Pervasive Computing¹³
- Pervasive and Mobile Computing Journal¹⁴

⁹ <http://www.iaia.org/conferences2009/UBICOMM09.html>

¹⁰ <http://www.ieee-secon.org/2009/index.html/>

¹¹ <http://www.future-internet.eu/>

¹² <http://www.e2conf.com/>

¹³ <http://www2.computer.org/portal/web/pervasive/home>

¹⁴ http://www.elsevier.com/wps/find/journaldescription.cws_home/704220/description#description

- Ubiquitous Computing and Communication Journal¹⁵
- IEEE Computer¹⁶

Demonstrations

Experience and best practice will be disseminated in the form of demonstrations to the business community and academic practitioners through membership networks.

Concertation and clustering

The ebbits partners will actively participate in concertation activities with other ICT funded projects related to the area of the project and organised by the European Commission. The project will be involved in info days, expert groups, IST conferences and other events organised by the EC when relevant. The project may also represent the Commission at some international events as required. A sufficient amount of efforts and travel costs have been reserved in the budget for these activities.

ebbits will also actively participate in clustering activities aiming to achieve sound IoT building blocks from projects such as ebbits.

The ebbits project has joined the IERC IoT, the FInEs clusters and the cluster on Smart Buildings/Smart Spaces. The project will also be active in the Future Internet Assembly (FIA).

¹⁵ <http://www.ubicc.org/>

¹⁶ <http://www.computer.org/computer/>

4. Dissemination Plan

Dissemination and exploitation activities are completely embedded in the different work packages of the project reflecting the intimate and fast transfer of knowledge from the projects research results to public dissemination and commercial exploitation.

4.1 Measureable targets for dissemination activities

The following sections outline measureable goals for dissemination in order to reach the objectives of dissemination and in order to define a targeted approach to selected strategy elements. The Dissemination Manger is responsible for monitoring the progress.

4.1.1 Annual targets for marketing activities:

The project has agreed annual targets for every project period as appear from Table 3. The targets are related to project years, not calendar years.

Type of activity	Y 1	Y 2	Y 3	Y 4	Partners involved
Newsletter	1	2	2	2	IN-JET/All
Press release	1	2	2	4	All
Flyer	1			1	IN-JET
Commercial brochure	1				IN-JET
Website enrichment	1	1	1	1	IN-JET
Prototype	1	1	1	1	CNET/COMAU/TNM/TUK/IS/All

Table 3 Annual targets for marketing activities

In regard to launching press releases, the following guidelines should be followed:

- No partner may refer to the names of other partners without the prior consent of that partner. If you need to refer to the other partners, then a reference to the project's website, where the approved partner description is provided, is the best solution.
- If the press release contains explicit reference to another partner, the press release should be sent in its original language with an English translation to Louise Riley at IN-JET, who will contact the mentioned partner. The only exception is when two or more partners issue a joint press release.
- A copy of such release should be circulated and placed on the BSCW in the folder: Work in Progress, WP 12, Dissemination activities¹⁷ as soon as the release has taken place

For additional guidelines to dissemination see this document, section 3.9 Acknowledgement of EU funds and section 3.7 Protection of intellectual property rights.

In order to register the amount of press coverage on the project, each partner will closely monitor the web and written press for any coverage of the project and add articles/links on the BSCW in the folder: Work in Progress, WP 12, Dissemination activities.

¹⁷ <https://fitbscw.fit.fraunhofer.de/bscw/bscw.cgi/38963703>

4.1.2 Annual targets for conferences and events organised by partners

The following table lists the number of conferences, trade fairs, workshops etc. which the partners will organise per project year.

Type of activity	Y 1	Y 2	Y 3	Y 4	Organised by
Bi-annual workshop on The Internet of People, Things and Services		1*		1	Different partners
Seminars/workshops aimed at academic professionals, Industrial technology experts and the European industry at large:					Different partners
Exhibit at either the trade fair CeBIT or the Mobile World Congress		1	1	1	WP5
Organisation of Workshops at either the UbiComp, Sensys or Fusion Conference		1	1	1	WP5
Automatica - Industrial trade fair			1		WP10 (COMAU)
Exhibition of posters and leaflet to perform project marketing and to show project outcomes					
SPS-IPC-Drives - Industrial trade fair				1	WP10 (COMAU)
Exhibition of posters and leaflet to perform project marketing and to show project outcomes.					

Table 4 Annual targets for dissemination events

*This conference will take the form of a workshop during the Future Internet Assembly (FIA). Markus Eisenhauer, Peter Rosengren, Ralf Ackermann, Roberto Checcoza and Jesper Thestrup will constitute the organising committee in preparation for the workshop at the FIA meeting in April/May 2012. The first workshop will be focused on industry while the second will focus on agriculture.

4.1.3 Targets for scientific papers

The following outlines the cumulative targets for peer reviewed papers:

- By the end of year 1: 3 papers submitted
- By the end of year 2: 9 papers submitted (cumulative) and 3 accepted
- By the end of year 3: 16 papers submitted (cumulative) and 7 accepted
- By the end of year 4: 30 papers submitted (cumulative) and 14 accepted

4.1.4 Targets for visits to the website

One of the main channels of communication is the project website which has been established in order to attract a wider interest from the European Community of citizens.

The aim of the website is to make it an interesting and active place with activities such as live demos and on-line demonstrators. COMAU will provide a small flash of a working robot to place on the website.

In order to measure the general interest in the ebbitts project, the following targets have been set up for the website per project year.

Type of activity	1	2	3	4 and beyond
Downloads of documents	100	300	1.000	2.000
Total number of unique visitors per month	100	150	200	250
Number of registered users (members)	20	50	100	150
Number of countries	-	10	20	30

Table 5 Targets for the website usage

5. Cluster and other Activities

The ebbits partners will actively participate in concertation and cluster activities with other ICT funded projects organised by the European Commission.

5.1 Cluster activities

The ebbits project has committed to participate in activities in the FInES and IERC clusters. In the FInES cluster, IN-JET will lead the Taskforce on Manufacture and Industry and FIT will lead the Taskforce on International Relations. FIT and ISMB participate in the IERC cluster together with CNET who has been selected as the leader on Semantic Interoperability. Additionally, FIT will take part in the cluster on Smart Buildings/Smart Spaces. All partners are invited to participate in cluster activities.

In the following the main clusters are described. A more detailed description of the cluster activities undertaken by ebbits is found in a separate deliverable D12.7 Cluster collaboration plan.

The **IERC** cluster¹⁸ is bringing EU-funded projects together to define and promote a common vision of the Internet of Things. The ebbits project will participate actively in the cluster activities and will bring further potential to the cluster in terms of open service architecture and open governance schemes with a strong international perspective.

Projects in this cluster are:

CASAGRAS2, IoT-i, IoT-A, ebbits, ELLIOT, SPRINT, NEFFICS, IoT@Work, AMI-4-SME, ASPIRE, BRIDGE CASAGRAS, CASCADAS, CE-RFID, CoBIs, CONFIDENCE, CuteLoop, ETP EPoSS, DACAR, DiYSE (EUREKA ITEA2), Dynamite, EU-IFM, EURIDICE, EUWB, FIA/RWI, GRIFS, HYDRA, IMS2020, INDISPUTABLE KEY, iSURF, LEAPFROG, PEARS Feasibility, PrimeLife, PRIME, PROMISE, RACE networkRFID, SMART, SMMART, StoLPaN

The **FInES** cluster¹⁹ is composed of FP6 and FP7 funded projects, as well as experts and stakeholders from all over Europe. The aim of the cluster is to encompass past and current research experts and organisations focusing on benefiting all of us by offering an increased opportunity for synergy and enhanced collaboration among research projects. FInES is uniting the previous Enterprise Interoperability and Collaboration (EI) and Digital Ecosystems (DE) clusters.

Projects in this cluster are:

ACCESS ICT, COIN, COMMIUS, iSurf, K-NET, SPIKE, SYNERGY, UNITE, VENTURE GATE, YMIR, OPAALS, ebbits, IoT-i, IoT-A

The **Monitoring and Control Cluster on Smart Buildings/Smart Spaces**²⁰ is composed of FP6 and FP7 funded projects, as well as experts and stakeholders from all over Europe. The aim of the cluster is to align common activities in the area of monitoring and control of Smart Buildings and spaces. Specific objectives include the discussion on common ontology's and their alignment and merging as well as discussions on semantic interoperability. Common standards and policies on security and privacy, the interplay of Home Healthcare and Ambient Assisted Living as well as interplay of construction and structural monitoring.

Projects in this cluster are:

Hydra, SM4ALL, WASP, ME3Gas, SOFIA, POBICOS, CONSERN, PEBBLES, eDIANA,, SMART, AGILE, GENESI, GreenerBuildings, CHIRON, R3-COP

¹⁸ IOT European Research Cluster: <http://www.internet-of-things-research.eu/>

¹⁹ Future Internet Enterprise Systems: <http://www.fines-cluster.eu/fines/jm/>

²⁰ http://cordis.europa.eu/fp7/ict/necs/home_en.html

5.2 Concertation activities

The ebbits project will be involved in info days, expert groups, IST conferences and other events organised by the EC when relevant. The project may also represent the Commission at some international events as required. ebbits will actively support and participate in The Future Internet Assembly (FIA).

The **FIA**²¹ is structured to permit open interactions and cross-fertilisation across technical domains and works towards the creation of value for the projects involved and development of joint strategic research agenda regarding common actions and requirements. At the moment, the European Future Internet Assembly brings together more than 100 research projects that are part of Challenge 1 of the ICT programme of FP7.

Projects in FIA:

IRMOS, NEXOF-RA, RESERVOIR, SLA@SOI, SOA4ALL, CONTRAIL, SOCIETIES, VISION, WAX, COMPAS, FAST, m:CIUDAD, OPEN, PERSIST, SERVFACE, SHAPE, STREAM, FITTEST, I2WEB, PLAY, SRT-15, S-CUBE, NESSI 2010, SERVICE WEB 3.0, MOSQUITO, SOFI

²¹ <http://www.future-internet.eu/home/future-internet-assembly.html>

6. Completed Activities M1 - M6

This section describes the dissemination activities undertaken by ebbitts partners in the period M1 – M6 (September 2010 through February 2011).

6.1 Project collaboration and presentation tools

6.1.1 Knowledge management

A knowledge base and a knowledge management system were created using commercially available tools for knowledge management. For the management of formal, structured knowledge, a web based document repository was established based on the BSCW system from Fraunhofer FIT²², a groupware commonly used by EU projects for exchanging documents and knowledge.

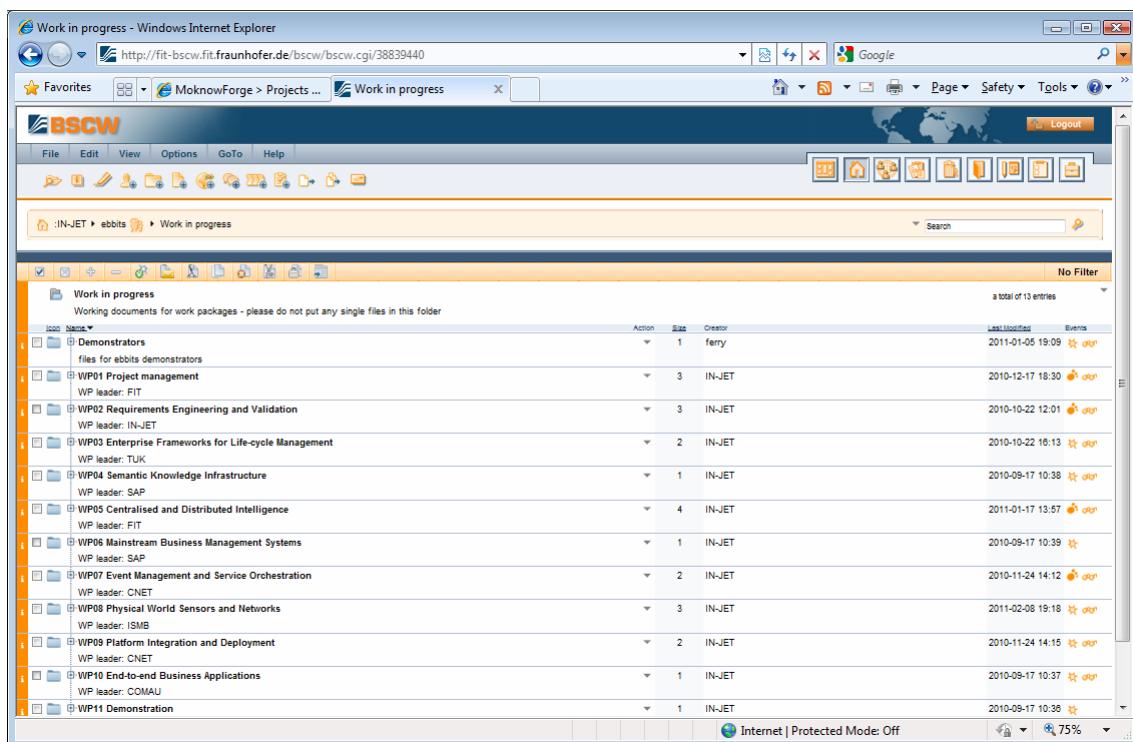


Figure 1 BSCW collaborative repository

For project management, a Requirements Management System, GForge, was set up. It is a collaborative development environment which will be used for various tracking of both formal and informal knowledge created in the project. It will be particularly aimed at project management and requirements engineering tasks.

Gforge will also serve as a coordination tool (wiki) for dissemination and Lessons Learned.

²² www.bscw.de

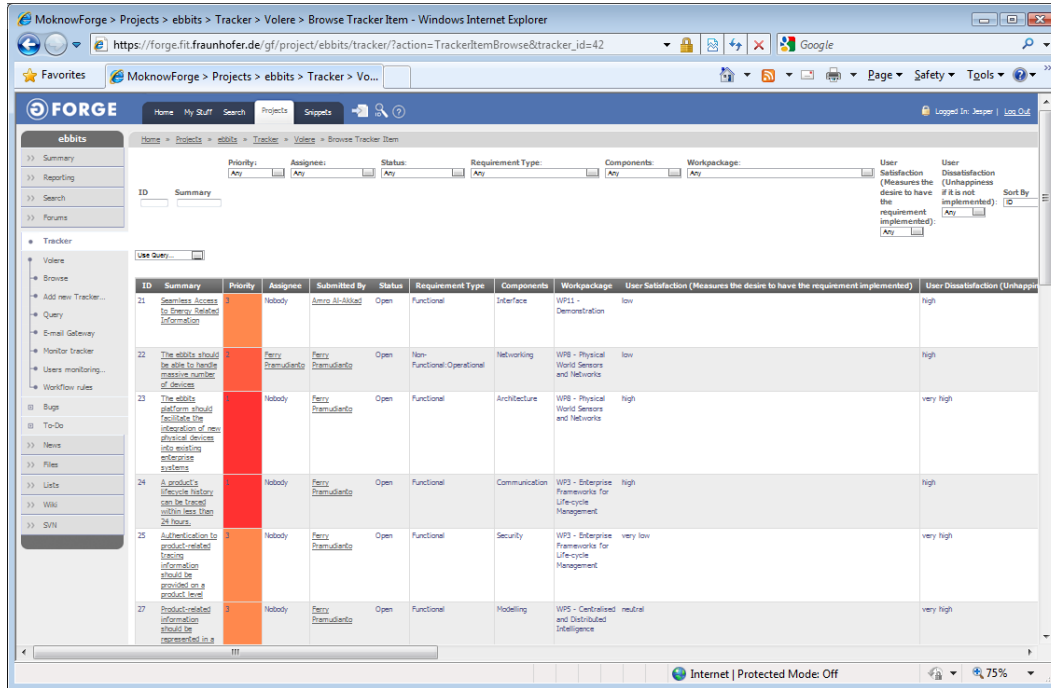


Figure 2 Gforge Volere template for requirements management

6.1.2 Logo

It was decided to design a logo with a strong visual identity of the project. A large number of different logos were initially developed and the partners were asked to vote on the design direction of the logo from the following samples:

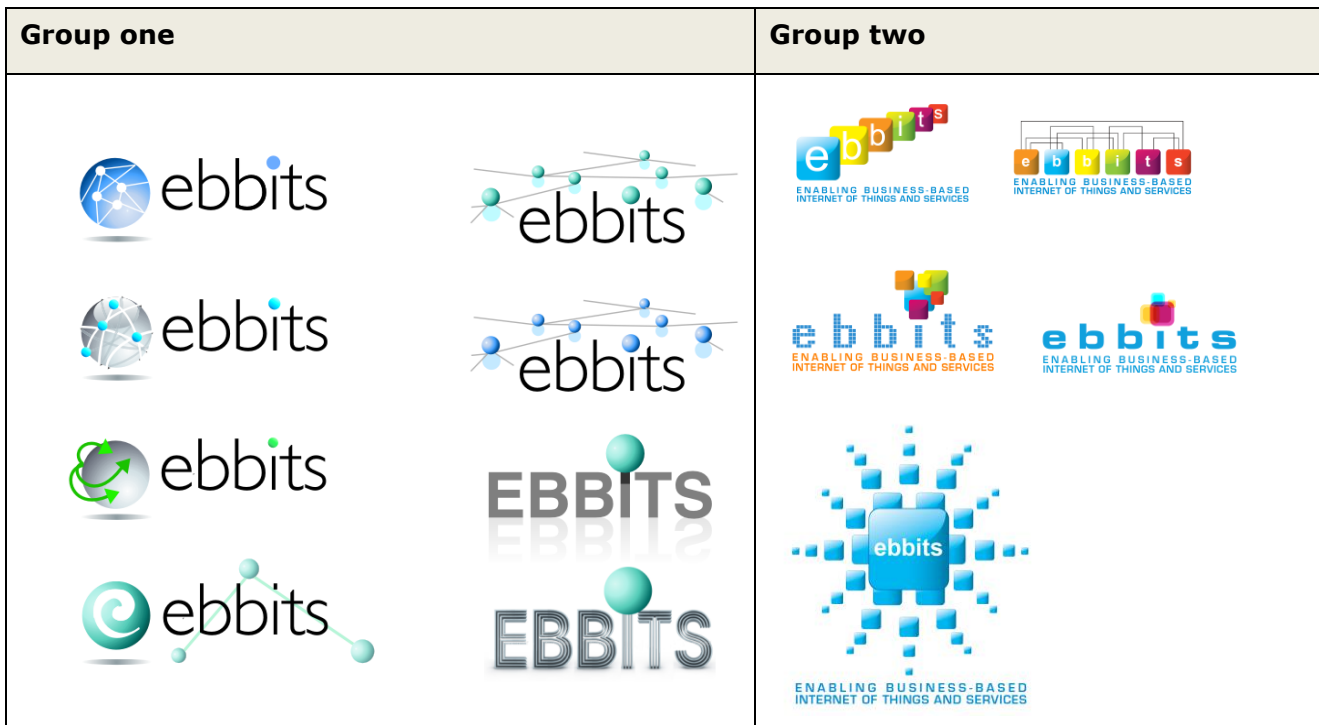


Table 6 Initial logo designs

The result of this voting was that partners preferred the logo style in group one represented with a globe followed by the project acronym.

Based on the initial vote, the designer produced another set of logos with the globe as the main design element. The globe signals that the Internet of Things spans the globe and reaches to the farthest corners to connect to a product in any life-cycle phase.



Table 7 Second round logo designs

The logo is presented with two different concepts for the globe and in two colours.

The transparency of the globe turns it into a glass-like element due to the oval at the top, which gives a mirror effect. If the oval is removed, the globe is not glass-like, just transparent. The oval also removes the impression of an atom.

The lines are either white or a solid colour. The solid colour dilutes the glass effect.

The logo comes in two basic colours: Green and blue. The green colour signals sustainability and responsibility. It can be enhanced by other green colours on the website and green pictures.

From this group the partners ultimately voted for the following logo for the ebbbits project:



The logo signals that the Internet of Things provided by ebbbits technologies spans the globe and reaches to the farthest corners to connect to a product in any life-cycle phase to promote sustainability, environment and energy efficiency.

6.1.3 Website

A rich website was created in the first weeks of the project containing description of project objectives and aims as well as a partner descriptions, discussion forum, calendar of events etc.

The website will be kept updated with news, public deliverables, articles and material from participation at events (e.g. slides of presentations, keynote speeches and conference proceedings). The site will also display (subject to copyright restrictions) papers and presentations given by consortium members, whether at European conferences or workshops.



Figure 3 Project website front page

The project website is accessible at the URL: www.ebbits-project.eu. A detailed description of the website is found in deliverable D12.1 Project Website.

6.1.4 Templates

Templates for project presentations and press releases have been made together with templates for deliverables, meeting agendas, minutes of meetings etc. The templates are available in 2003 and 2007 format.

6.2 External dissemination activities

6.2.1 Press releases and coverage

A press release template has been made and distributed. ebbits has also been added to Wikipedia. See appendix 1 and 2.

6.2.2 Conferences and other events

Since the project started, most efforts have been directed towards the internal organisation of the project work. Much effort has been spend on understanding the user needs and deriving user requirements, designing the platform architecture and organising the work in the work packages.

Consequently, the project has not yet produced significant new knowledge that can be submitted to scientific conferences and workshops.

Instead, partners are in the process of spreading a general awareness of the ebbitts project and its objectives.

A summary of the dissemination activities carried out are presented below. This table will be continuously updated and inserted into the activity reports.

Partner dissemination activities M1-M6				
September 2010 through February 2011				
DATE	Place (city, country)	Type of dissemination activity and audience	Name of Partner Persons involved	
2 June 2010	Brussels	Represented ebbitts at the Cluster on Smart Buildings/Smart Spaces	Markus Eisenhauer (FIT)	
10 August 2010	Brussels	Represented ebbitts at the FInES cluster meeting	Jesper Thestrup (IN-JET) Markus Eisenhauer (FIT)	
29 September 2010		Presentation at IST2010 at IERC cluster meeting	Peter Rosengren (CNET)	
October 2010- January 2011		Involvement in IERC cluster with contributions to the document Position Paper on Research Priorities for FP8: "Internet of Things Position Paper on Research Priorities for FP8 European Research Cluster on the Internet of Things"	Markus Eisenhauer (FIT), Peter Rosengren (CNET), Jesper Thestrup (IN-JET), Maurizio Spirito (ISMB) and Claudio Pastrone (ISMB)	
25 January 2011	Brussels	Represented ebbitts at the FInES cluster meeting	Jesper Thestrup (IN-JET) Markus Eisenhauer (FIT)	
31 January – 2 February 2011	Stará Lesná, Slovakia	Preparation of a paper for the conference Knowledge (Znalosti) 2011, http://znalosti.ics.upjs.sk and presentation of the paper by Karol Furdik(IS) resulting in the following proceedings: V. Vajda, K. Furdík, J. Glova, T. Sabol: The EBBITS Project: An Interoperability platform for a Real-world populated Internet of Things domain. In: J. Jelínek, R. Jiroušek (eds.): Knowledge (Znalosti) 2011. VŠB-Technická univerzita Ostrava, Fakulta elektrotechniky a informatiky, 2011, p. 317-320, ISBN 978-80-248-2369-0	Tomas Sabol, Viliam Vajda, Jozef Glova (TUK), Karol Furdis (IS)	
24 February 2011	Bonn	EWSN 2011, at the Poster and Demo Session ebbitts was invited by the Commission and FIT presented a poster: "Middleware for Networked Embedded Devices"	Markus Eisenhauer (FIT)	
26 February 2011	Bonn	EWSN 2011, participated in a workshop of the Internet of Things European Research Cluster (IERC) Activity Chains "AC 11 - Application scenarios" and "AC 14 - Exploitation" collocated with the 8th European Conference on Wireless Sensor	Markus Eisenhauer (FIT)	

Partner dissemination activities M1-M6 September 2010 through February 2011			
DATE	Place (city, country)	Type of dissemination activity and audience	Name of Partner Persons involved
		Networks - EWSN 2011 "Application domains in ebbits: Food Traceability and Traceability in Car Manufacturing"	

Table 8 Partner dissemination activities M1-M6

6.3 Cluster activities

The following cluster activities have been undertaken.

6.3.1 The FInES cluster

Two cluster meetings have been held in Brussels. Jesper Thestrup (IN-JET) participated in both meetings as leader of the Taskforce on Manufacture and Industry together with Markus Eisenhauer (FIT) as leader of the Taskforce on International Relations.

6.3.2 Taskforce on International Relations

The Taskforce on International Relations aims to link with international activities in the area of Future Internet and enterprise systems, building on similarities and complementarities in order to strengthen the position of Europe.

The activities of the taskforce on International Cooperation so far include a Keynote on IoT and report on FInES activities at Rio-Info, held in Rio de Janeiro from 31 August to 2 September 2010. Rio-Info is a traditional annual conference of business and technology in ICT and the biggest event in Brazil. The talk was very well received and raised a lot of interest among the audience. It formed the basis for more intense discussions with several Brazilian Universities, Research Institutes and Industry and helped in the consecutive submission of a proposal to the ICT EU-Brazil Coordinated call.

6.3.3 Taskforce on Manufacture and Industry

At the meeting on 10 August 2010 a plan for the taskforce was presented and approved by the cluster.

The Manufacture and Industry relationships taskforce aims to involve a broad range of European enterprises in the work to put the Future Internet to work for European enterprises.

The overall strategy of the taskforce is to involve a broad range of industrial and other enterprises in the work and the results obtained in the various research projects in the FInES cluster, and beyond. The scope of involvement will range from building on the already planned dissemination activities in the projects, to consultations and participatory workshops.

The strategy specifically calls for the following activities: 1) Prepare general awareness campaigns towards the enterprise communities about future business opportunities based on FInES. 2) Create powerful industrial commitment in professional clusters such as industry associations and confederations. 3) Verify opportunities to apply the FInES solutions in various business environments and involve other individual stakeholders mainly from SME clusters. 4) Promote and support pilot integration of FInES results in real enterprise environments.

The taskforce decided to undertake the following activities in the short term:

- Actively seek to engage stakeholders through bilateral talks and visits to European level organisations and national business communities.
- Attract and engage individual performers (opinion leaders, innovation clusters, pilot owners, living labs)

Further activities were identified and will be pursued and planned accordingly in the future. These activities include:

Website

The taskforce will contribute to the FInES website or to the European Future Internet Portal.

Conferences, workshops, etc.

The taskforce will recommend its members to participate in a wide range of industrial seminars and congresses, association thematic meetings, tradeshows, etc. with the aim to raise awareness and create interest in the FInES work.

European events

The taskforce will aim to organised European events with the theme of Future Internet and Enterprise Systems, Internet of People, Things and Services and similar theme. Aligning of cluster project events with EU or national events will be attempted.

Demonstration and pilot preparation

The taskforce will align with and draw on demonstration activities performed by the involved projects. The aim is to bring about a wider European audience than is practical for a single project and perhaps join demonstration efforts by several projects.

For the second meeting 25 January 2011, IN-JET had prepared a wiki page for the cluster participants to register their ideas for engaging European level and national stakeholders.

The wiki contains a complete and the work on stakeholder engagement was thus agreed and initiated. The wiki allows partners to identify stakeholders and to suggest events to be undertaken with these stakeholders.

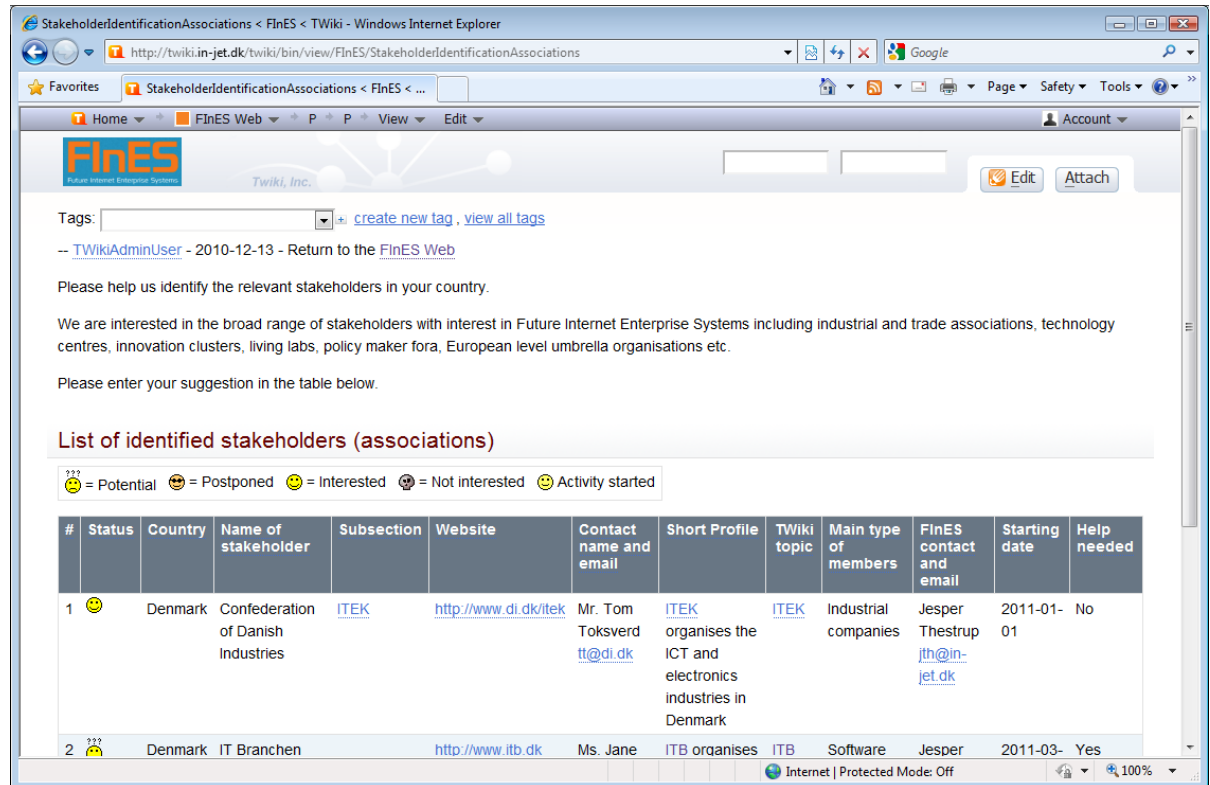


Figure 4 Wiki for stakeholder identification in FinES

6.3.4 The IERC cluster

ebbitts (FIT, CNET, IN-JET and ISMB) have prepared contributions to the document "Position Paper on Research Priorities for FP8" prepared by the cluster.

Markus Eisenhauer (FIT) has participated in a workshop in the cluster on: Activity Chains "AC 11 - Application scenarios" and "AC 14 - Exploitation" collocated with the 8th European Conference on Wireless Sensor Networks - EWSN 2011 "Application domains in ebbitts: Food Traceability and Traceability in Car Manufacturing".

Peter Rosengren (CNET) has made a presentation at IST2010 at IERC cluster meeting 29 September, 2010 and a presentation at the cluster meeting during EWSN Week 23-25 February, 2011.

6.3.5 Cluster on Smart Buildings/Smart Spaces

Markus Eisenhauer (FIT) represented ebbitts at the Cluster on Smart Buildings/Smart Spaces at the meeting 2 June 2010 in Brussels.

7. Planned Activities M7 – M18

This section describes the planned implementation of the dissemination strategy and the activities planned by ebbitts partners in the period M7 – M18 (March 2011 through February 2012).

7.1 Project collaboration and presentation tools

7.1.1 Website

The website will be continuously updated and enriched with deliverables, news items, future events etc. Videos of working robots will be integrated into the website.

7.2 External dissemination activities

7.2.1 Newsletter

A newsletter will be prepared from partner input and distributed to relevant audiences by the individual partners. Since it is the first issue, focus will be on introducing the ebbitts project and there will be a general welcome by the project coordinator. Also, it will feature relevant events organised by ebbitts or of interest to ebbitts.

The newsletter will be distributed as html email for the best look but will also be supplemented by a pdf version or any other version that might be preferred. The target group is ICT scientific and research communities as well as agricultural and industrial communities. However, the aim is also to have a wider audience in mind such as consumers, consulting companies in manufacturing and logistics and supply chain management companies.

7.2.2 Conferences and other events

The following activities have been prepared for the coming 12 months period. The list is non-exhaustive since new events may be planned with short notice.

Partner planned dissemination activities M7-M18				
March 2011 through February 2012				
DATE	Place (city, country)	Type of dissemination activity and audience	Name of Partner Persons involved	
1-2 March 2011	Horsens, Denmark	The Economic Perspectives for Use of ICT in Pig Production. Workshop arranged by Danish Agriculture & Food Council. Participants are mainly researchers and producers of farm equipment. Ebbitts will be introduced by TNM.	TNM	
1-3 March 2011	Nurnberg, Germany	Represent ebbitts with a poster at the Embedded World Exhibition & Conference	FIT	
1-5 March 2011	Hanover, Germany	Exhibit at the trade fair CeBIT 2011 in Hanover	FIT	
3 May 2011	Struer Denmark	RFID in Denmark. Workshop to introduce RFID / IoT in Enterprise Systems for product management. Co-arranged by ebbitts and the "RACE network" and the FInES cluster.	IN-JET	
17-19 May 2011	Budapest Hungary	FUTURE INTERNET WEEK (Future Internet Assembly, Future Internet Conference and	IN-JET, SAP and CNET	

Partner planned dissemination activities M7-M18			
March 2011 through February 2012			
DATE	Place (city, country)	Type of dissemination activity and audience	Name of Partner Persons involved
		Future Internet Forum) participation from ebbits: http://www.fi-budapest.eu/	
12 June 2011	Athens, Greece	Paper at the 10th International ACM Workshop on Data Engineering for Wireless and Mobile Access in conjunction with SIGMOD/PODS 2011	FIT
29 June 2011	Barcelona, Spain	Paper at the 2nd International Workshop on Mobility in Wireless Sensor Networks in conjunction with the 7th IEEE International Conference on Distributed Computing in Sensor Systems (DCOSS '11): http://www2.aegean.gr/dgavalas/MobiSensor2011/MobiSensor2011.pdf	FIT/ISMB/others
June 2011	Brussels	Participation at the IoT Week	Partners involved in IERC cluster
September 2011	Beijing, China	Organise a UbiComp Workshop "Internet of Things for enabling business-based services".	FIT/ISMB/others

Table 9 Planned dissemination activities M7-M18

7.2.3 Cluster activities

The following cluster activities have been planned.

7.2.4 The FInES cluster

The Taskforce on Manufacture and Industry will continue to work on stakeholder engagement. The wiki will be maintained and 2-3 of the most promising stakeholder forums will be selected and the following engagement activities will commence.

- Manufacture and the Europ ETP will be addressed in cooperation between COMAU, Tachnalia and IN-JET.
- An IoT and RFID event will be organised in Denmark to engage industry and researchers in the use of IoT and RFID and the associated potential business cases. It is expected that this can be turned into an annual RFID Event in Denmark with a growing in number of attendees every year. The event is organised by the network RACE and RFID in Denmark and in cooperation with IN-JET.

Further, the FInES website will be enriched with news from the Taskforce on Manufacture and Industry provided by IN-JET. The taskforce' dissemination activities will be coordinated with those of the ENSEMBLE support action.

The Taskforce on International Relations will continue to work on international cooperation. One activity will be to focus on African countries. The FInES-cluster will organise a workshop on Networked Enterprises: Potential and Opportunities for Businesses in Africa at the IST-Africa 2011 in Gaborone, 11 - 13 May 2011. The idea is to support the Implementation of Africa-EU Partnership on interoperability of enterprises; strengthening the research dimension of IT in manufacturing and industry between the European Commission and African countries including long term perspectives aligned with EU priorities and recommendations for a future Africa.

7.2.5 The IERC cluster

ebbits will continue its cooperation activities in this cluster and the activities include among others:

- Participating at the IoT Week in June 2011
- Suggest involving IERC into collaboration with Brazil with a focus on IoT for manufacturing.
- Addressing novel cognitive approaches that, by leveraging opportunistically on the time-dependent available heterogeneous network resources, support seamless continuous access to the information network and handle intermittent network connectivity in harsh and/or mobile environments.

7.2.6 Cluster on Smart Buildings/Smart Spaces

As yet there is no official schedule.

7.2.7 FIA – Future Internet Assembly

ebbits will participate in the Future Internet Week (the Future Internet Assembly, Future Internet Conference and Future Internet Forum) in May 2011. <http://www.fi-budapest.eu/>

8. Appendix 1 – Press Release Template

General press release template distributed to partners 20. December 2010



Enabling business-based Internet of Things and Services
An Interoperability platform for a Real-world populated Internet of Things domain

Press release DD:MM:YY

European Research Project endeavours to bridge the gap between enterprise systems and real world people, sensors and products

The aim is to create a platform which transforms devices and subsystems into web services, thus feeding information generated by tags or sensors directly into enterprise systems.

ebbts stands for *Enabling business-based Internet of Things and Services* and is the name of a new European research project which does research in architecture, technologies and processes that allow businesses to semantically integrate the Internet of Things into mainstream enterprise systems and support online life cycle management.

The ebbts platform creates a communication infrastructure that automatically and dynamically connects to sensors and devices in the physical world. It further connects to mainstream backend information systems, public authentication systems and regulatory information sources using semantic web services. It finally provides access for human users whether professional users in technical support or consumers.

[Name of person, position] explains *Based on a Service oriented Architecture with open protocols and middleware, the platform transforms every subsystem or device into a web service with semantic resolution. The ebbts platform thus enables the convergence of the Internet of People, the Internet of Things and the Internet of Services into the "Internet of People, Things and Services" for business purposes.*

Follow the life cycle of products

The platform will be demonstrated in end-to-end business applications that locate, connect to and monitor a product during its entire life cycle. Focus is on two applications: Automotive Manufacturing and Food Traceability.

In automotive manufacturing processes the ebbts platform will support interoperability and interconnectivity between various subsystems and demonstrate real-time optimisation metrics, including energy savings.

In terms of food traceability the platform makes it possible for the consumer to trace the life cycle of the product and receive information about e.g. unsafe or counterfeit products and "best-before" dates by the use of RFID tags.

About the project

The ebbts project is a four-year European research project, partly funded by the European Commission under the 7th Framework Programme, in the area of Internet of Things and Enterprise environments under Grant Agreement no. 257852.

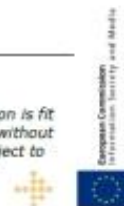
There are nine partners in the Consortium from five different countries: Germany, Sweden, Italy, Slovakia and Denmark.

For further information, contact:

Project Coordinator, Markus Eisenhauer, Fraunhofer Institute for Applied Information Technology FIT, markus.eisenhauer@fit.fraunhofer.de [or replace with local contact person]

Follow the project at: www.ebbts-project.eu

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9. Appendix 2 – Press Coverage

ebbts on Wikipedia: http://en.wikipedia.org/wiki/Ebbts_project

The screenshot shows the Wikipedia article for 'Ebbts project'. At the top, there are navigation tabs for 'Article' and 'Discussion', and a search bar. The article title is 'Ebbts project' with the subtitle 'From Wikipedia, the free encyclopedia'. Below the title, there are two warning boxes: one stating 'This may require cleanup to meet Wikipedia's quality standards' and another stating 'This article does not cite any references or sources'. The main text of the article describes the project as a 4-year initiative funded by the European Commission, focusing on the Internet of Things and Enterprise environments. A section titled 'Project partners' contains a table with two columns: 'Partners' and 'Description'.

Partners	Description
Fraunhofer Society for the Advancement of Applied Research	Fraunhofer is Europe's largest application-oriented research organization
CNet Svenska AB	CNet is a leading-edge software house specialising in semantic-based knowledge and content systems
SAP AG	SAP was founded in June 1972 and their best known products are SAP Enterprise Resource Planning (SAP ERP) and SAP BusinessObjects software.
Comau SpA	Comau provides integrated services to manufacturing plants, from assistance to the production start-up phases, up to equipment and plant full maintenance activities
Technical University of Kosice	(Faculty of Economics, Faculty of Electrical Engineering and Informatics) The Technical University of Kosice was established in 1952 and at present it is the second largest technical university in Slovakia with about 15,000 BSc, MSc and PhD students
TNM Consult ApS	TNM Consult ApS specializes in developing software related to management, mobile data, statistical data-analysis, image processing and design of projects
Istituto Superiore Mario Boella Sulle Tecnologie dell'informazione e delle Telecomunicazioni	The Institute operates inside the Cittadella Politecnica, and since the start in July 2000 the Industrial Applied Research Centre has grown to approximately 250 researchers

Mention on FIT website: http://www.fit.fraunhofer.de/projects/mobiles-wissen/ebbts_en.html

The screenshot shows the Fraunhofer FIT website page for the 'ebbts' project. The page features a navigation menu on the left with categories like 'Profile', 'Business Areas', 'Projects', 'Mobile Knowledge', 'Publications', and 'Jobs and Career'. The main content area has a green header with the 'ebbts' logo and the text 'Fraunhofer-Institut für Angewandte Informationstechnik FIT'. Below the header, there is a section titled 'Enabling Business-based Internet of Things and Services' with a sub-header 'ebbts'. The text describes the project's goal of integrating the Internet of Things into mainstream enterprise systems. A 'Contact' box lists Dr. Markus Eisenhauer and Dr. Andreas Zimmermann. The page also includes a search bar and navigation links like 'BSS' and 'Print'.

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