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Internet of Things and Services

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1. Executive summary

This deliverable is an updated version of the existing deliverable *D12.2.2 Dissemination, cluster and other activities 2* which was submitted in month 18. The deliverable is part of task *T12.1 Dissemination* which is to define a comprehensive dissemination strategy with measureable goals. It works as a reference point for all partners in dealing with dissemination and covers the later stages of dissemination: Demonstrating the ebbits prototype platform, applying ebbits components in new business environments and promoting early exploitation of ebbits technologies.

The main focus of the project has now moved from disseminating project objectives towards disseminating project results with a subsequent increase in the production of papers, demonstrations and integrations of the ebbits platform and its features.

The strategic foundation for dissemination which features in the first part of this deliverable continues to highlight an active and effective dissemination based on agreed terms of use and strong coordination between partners.

The results of the second project year are highlighted in the dissemination plan which outlines the measureable goals that ebbits has decided upon in order to facilitate an active dissemination and realise the objectives. There are targets on papers, marketing activities, events and website activity and corresponding comments on the results. Description of the impact that the different events have had is included in the chapter on completed activities.

ebbits partners are highly active in several EC clusters and activities have included co-organising and webcasting a full day FInES workshop with a session on the topic "IoT Applications and Business Models", organising workshop sessions, presentations and demonstrations at the IoT Week 2012 as well as participating in several cluster meetings and publications. A detailed report for cluster activities can be found in *D12.8.2 Cluster collaboration report 2*.

At the end of this document, all completed dissemination activities are listed followed by activities planned from M31 to M42 where this document will be updated.

2. Introduction

2.1 Purpose, context and scope of this deliverable

This document is an update of the existing dissemination strategy that was submitted in month 18 by 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 continues the work done at the earlier stages of dissemination: Raising awareness of the project and disseminating 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

Since the project has now passed the half way marker of the project period, focus of dissemination will be on the opportunities to apply ebbits components in business environments and promote early exploitation of ebbits technologies.

2.2 Background

This deliverable is part of task *T12.1 Dissemination* which is concerned with the coordination of dissemination of project results. It sets up the framework for implementation and execution of the project's dissemination strategy and plans by:

- Defining and agreeing a comprehensive dissemination strategy with measurable goals
- Coordinating the disseminating activities in the project to the appropriate target groups
- Following-up on dissemination goals and reporting the outcome to the Project Board

2.3 Deliverable organisation

This deliverable is organised as follows:

Chapter 3: Dissemination strategy: Objectives and methods, responsibilities and management
Chapter 4: Dissemination plan for achieving the project objectives
Chapter 5: Cluster and other activities with a list of cluster activities for project year 2
Chapter 6: Completed dissemination activities M19-M30
Chapter 7: Planned activities M31-42
Chapter 8: List of tables
Chapter 9: Appendices

3. Dissemination strategy

3.1 Approach

The ebbits dissemination strategy is to progressively increase dissemination efforts as project results are obtained in order to assure a wide awareness of the ebbits 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 ebbits. Also the ebbits project is involved in the FInES and IERC clusters and in the cluster on Smart Buildings/Smart Spaces to create synergies 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 ebbits 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 disseminations activities, at any media or event.

All activities will be reported to a central Wiki repository[1] 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 purposes[2] continued by the production of flyers, newsletters, videos and posters to support dissemination. To raise more awareness and gain advantage of viral marketing, ebbits is on Facebook as well as Wikipedia. During the project period, partners have produced papers, attended conferences and cluster events as well as organised workshops and demonstrations as part of their dissemination work.

3.2 Objectives and methods

The overall objective of the ebbits dissemination is to provide an active and professional dissemination of the project results. At the initial stages of dissemination, the main focus was on raising awareness of the project and disseminating emerging results. At the present stages, the focus moves towards integrating ebbits components in other enterprise environments based on the evaluation of the field trials and promoting early exploitation of ebbits technologies identified as the ebbits service platform, ebbits web service components, ebbits consultancy services and business models.

[1] https://forge.fit.fraunhofer.de/gf/project/ebbits/wiki/
[2] www.ebbits-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 3 and 4) together with the methods used to achieve the objectives in the light of the project chronology:

Time	Objective	Methods
Year 1	Create awareness about the ebbits project Dissemination in strategic boards of participants Prepare powerful scientific standing in professional clusters	• Publication of support material, flyer and the website • Attendance in seminars and congresses • Press releases and liaison with business stakeholders
Year 2 The project now	Continue to build awareness of the ebbits results in academic and scientific circles, both within ICT and business communities. Verify opportunities to apply the ebbits components in business environments and involve other stakeholders	• 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	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	• 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 target groups have been identified and analysed: The research and scientific community in ICT; The industrial community, including large industrial corporations, SME's, consulting companies in manufacturing and logistics, supply chain management companies; the agricultural communities including farmers, food processing companies, retailers, authorities, consumer organisations and individual consumers.

As the project progresses, the scope of target audiences has widened by targeting consulting companies in manufacturing and logistics, supply chain management companies and consumer organisations and individual consumers, while at the same time providing 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	Present ebbits at the GSMA Mobile World Congress Disseminate the project results at trade fairs such as CeBIT 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 Participate in the FINES cluster (Taskforce Leader on International Relations), the IERC IoT cluster and in the cluster on Smart Buildings/Smart Spaces Administer the BSCW and the Gforge collaborative tools, including establishing a Wiki tool for dissemination coordination
CNET	Disseminate technical results related to ICT technologies and infrastructures and participate in the IERC cluster (on semantic interoperability)
SAP	Disseminate technical results related to ICT technologies and infrastructures Disseminate the project results at trade fairs such as CeBIT
COMAU	Disseminate advancements in production technology and robotics. COMAU will provide a small flash of a working robot to place on the website Participate in the FINES cluster
TUK	Disseminate results related to ICT and enterprise framework towards research and business community
ISMB	Disseminate technical results related to ICT technologies and infrastructures at both international and national level. Disseminate the project results at fairs in the ICT field. Participate in the IERC cluster
TNM	Disseminate the ebbits platform to agricultural forums
IN-JET	As Dissemination manager, coordinate the

Partner	Responsibility
	dissemination activities Disseminate technical results related to ICT 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 of 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 ebbits funded work. Partners can also enter proposed events that they seek partners for.

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 activities[3].

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 type[4] and dissemination level[5]. 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 after they have been accepted by the European Commission.

[3] https://fit-bscw.fit.fraunhofer.de/bscw/bscw.cgi/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)

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

3.7 Protection of intellectual 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 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 ebbits 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, partners 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 ebbits project is a four-year project which started in 2010. It is partly funded by the European Commission[6] under the 7th Framework Programme[7] in the area of Internet of Things and Enterprise environments under Grant Agreement no. 257852.
- Use of logos[8]. The EU logo and/or the FP7 logo must be used on all publications and promotional material.

[6] http://ec.europa.eu/information_society
[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".

- Disclaimer. When a partner mentions (in any publication, report, article, etc) the project he is partnering in, the following disclaimer must be added:

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

3.10 Dissemination planning

The consortium has outlined a number of dissemination channels and activities to meet the dissemination objectives. The planned activities cover the early stages of dissemination; raising awareness and disseminating emerging results and as the project moves along; the integration of ebbits components in other enterprise environments and early exploitation.

The following sections outline the planned dissemination channels and activities at the different stages. A detailed list of completed activities is available in chapter 6.

3.10.1 Continue raising awareness

Dissemination continues to take place through the project website, various printed and electronic brochures and newsletters as well as through presentations at conferences, seminars and workshops within ICT and industrial domains.

The website

The project website www.ebbits-project.eu/news.php is kept updated with news, public deliverables, articles, papers and material from participation at events e.g. presentations, keynote speeches, and conference proceedings. To support viral marketing, ebbits is on Facebook and it is possible to click "like" from the ebbits website. ebbits has also been added to Wikipedia.

Press and marketing

Press releases at the partner level are issued ad-hoc in relevant languages.

The first project newsletter was produced at the end of the first project year from partner input and distributed to relevant audiences by the individual partners. Another newsletter was produced in August 2012 and a third one is planned for April 2013. A flyer and two posters have also been prepared to disseminate the objectives, the expected results and impact of the project.

Meetings, conferences and seminars

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

Main highlights in year 2 include workshops, presentations and demonstrations at CeBIT, FIA and the IoT Week in Venice.

3.10.2 Disseminating results

As results appear, partners produce academic and technical papers 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. By the second year of the project, 13 papers have been submitted of which 12 were accepted.

Conferences and trade shows

The following annual conferences and events or similar will be targeted:

- CeBIT[9]
- UBICOMM[10]
- IEEE SECON[11]
- ICSE[12]
- IEEE TrustCom[13]
- Future of the Internet[14]
- Enterprise 2.0[15] (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 Computing[16]
- Pervasive and Mobile Computing Journal[17]
- Ubiquitous Computing and Communication Journal[18]
- IEEE Computer[19]

Demonstrations

Experience and best practice will be disseminated in the form of demonstrations to the business community and academic practitioners through membership networks. Demonstrations of the ebbits platform have increased during the second year as prototypes are developed. Demonstrations have taken place at the IoT Week 2012, the Co-Summit 2012 as well as at cluster meetings.

Concertation and clustering

[9] http://www.cebit.de
[10] http://www.iaria.org/conferences2009/UBICOMM09.html
[11] http://www.ieee-secon.org/
[12] http://www.icse-conferences.org/
[13] http://www.scim.brad.ac.uk/~hmibrahi/TrustCom2012/
[14] http://www.future-internet.eu/
[15] http://www.e2conf.com/
[16] http://www2.computer.org/portal/web/pervasive/home
[17] http://www.elsevier.com/wps/find/journaldescription.cws_home/704220/description#description
[18] http://www.ubicc.org/
[19] http://www.computer.org/computer/

The ebbits partners are actively participating in concertation activities with other ICT funded projects related to the area of the project and organised by the European Commission. The project is 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 is also active in the Future Internet Assembly (FIA).

3.10.3 Preparing for exploitation

As project results are emerging, ebbits partners have begun preparing for early exploitation as part of their dissemination activities, highlighting the potentials for marketing the ebbits technologies, identified as the ebbits service platform and web service components as well as ebbits consultancy services and business models. A detailed exploitation strategy and plan is described in the deliverable *D12.5.1 Exploitation strategy and plans 1* submitted in M24.

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. The following sections outline a range of 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 Manager is responsible for monitoring the progress.

The targets set for the second year have more or less been achieved. However, a few adjustments have taken place which will be explained under the different targets. The main changes concern the production of press releases and the planning of a commercial brochure.

4.1 Annual targets for marketing activities

The project has agreed on annual targets for every project year as appear from Table 3. One change has occurred compared to the earlier version of the strategy. The consortium has agreed to move the production of a commercial brochure from year 1 to year 4 to support exploitation better. Since results and experiences will be clearer at the end of the project, a brochure produced at this later stage will be of more value. This change was foreseen in the previous dissemination strategy update in M18.

Type of activity	Y 1	Actual Y1	Y 2	Actual Y2	Y 3	Y 4	Partners involved
Newsletter	1	1	2	1	2	2	IN-JET/All
Press release	1	1	~~2~~	-	~~2~~ Ad-hoc	~~4~~ Ad-hoc	All
Flyer	1	1				1	IN-JET
Commercial brochure					~~1~~	1	IN-JET
Website enrichment	1	1	1	1	1	1	IN-JET
Prototype demonstrator	1	2	1	2	1	1	All

Table 3 Annual targets for marketing activities. (Numbers/text marked with red are new/adjusted targets)

4.1.1 Comments on targets for marketing activities M19-M30

Newsletters

Only one newsletter has been produced in the second year focusing on the second year prototypes, events that ebbits partners have organised, deliverables and papers:

http://www.ebbits-project.eu/newsletters/no2_august_2012.html

However, the next newsletter is planned for release at the end of April 2013.

Press releases

One press release has been issued on project level followed by several press releases issued at partner level. The targets for press releases have not been met for year 2, partly due to the fact that new results have been covered by other dissemination tools such as the website, newsletter, videos and demonstrators. The targets for press releases have been adjusted to ad-hoc releases whenever the consortium or the individual partners find a press release appropriate.

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 a partner needs 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 activities[20] 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 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.

Website enrichment

A video menu has been created with videos featuring a manufacturing unit with Comau robots in operation at the FIAT assembly plant Giambattista Vico (Pomigliano d'Arco), where the Panda cars are assembled as well as a video on a Danish farm specialising in organic pig production.

Prototype demonstrators

A second round of prototype applications for the two domains Automotive Manufacturing and Food Traceability have been developed. Management of real-time data is demonstrated in the automotive manufacturing setting, where real-time data from units, components and sensors are pulled from the underlying layers of the factory into the plant level to be used in online ebbits services for online production management, energy monitoring and maintenance performance.

In the food traceability case, applications use historic data that have been pushed to data repositories from the physical world through the different layers in the food chain for food traceability and authentication.

4.2 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
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					

[20] https://fitbscw.fit.fraunhofer.de/bscw/bscw.cgi/38963703

project marketing and to show project outcomes					
SPS-IPC-Drives - Industrial trade fair Exhibition of posters and leaflet to perform project marketing and to show project outcomes.				1	WP10 (COMAU)

Table 4 Annual targets for dissemination events

4.2.1 Comments on targets for dissemination events

The targets set for dissemination events organised by ebbits partners were met with one change; Instead of organising workshops at UbiComp, Sensys or Fusion Conferences, ebbits planned a workshop at the IoT Week in Venice. The consortium has agreed that similar events to those set as targets may count as equally valid. Description of the impact that the events have had is provided in detail in chapter 6.

IoT Week 2012 – June 2012

As well as running a live demo, ebbits partners made several presentations at the conference and ran a half-day workshop on IoT Exploitation with presentations from 9 projects.

http://www.ebbits-project.eu/news.php?readmore=18

FInES Workshop during FIA – May 2012

ebbits co-organised a workshop called "Translating Knowledge into Growth: Views from ICT Research to Support Future Business Innovation" during the Future Internet Assembly (FIA).

http://www.ebbits-project.eu/news.php?readmore=17

CeBIT 2012 – March 2012

ebbits was part of the Factories of the Future stand at CeBIT in March 2012, exhibiting together with other EU funded projects.

http://www.ebbits-project.eu/news.php?readmore=11

4.3 Targets for scientific papers

The following outlines the cumulative targets for scientific 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

Milestone 1

By the end of year 2, 13 papers have been submitted of which 12 have been accepted.

4.4 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 online demonstrators.

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

Type of activity	1	Actual Y1	2	Actual Y2	3	4 and beyond
Downloads of documents (cumulative)	100	2500	300	11.087	1000	2000
Total number of unique IP addresses per month (average)	100	503 (168)	150	1210 (403)	200	250
Number of registered users (members)	20	27	50	28	100	150
Number of countries visiting	-		10	7	20	30

Table 5 Targets for website usage. To accommodate for the uncertainty inherent in website statistics, target description in column two has been changed to "unique IP addresses" instead of "unique website visitors" which was the term used previously. The number in brackets is a rough estimate of the amount of private network IP addresses after web robots have been removed.

The website has had more than 11.000 downloads of documents at the end of year 2 of which 9913 are deliverables[21]. A considerable amount of the download hits are expected to be by web crawlers, web spiders and web robots which makes it difficult to estimate precisely how many downloads have been by actual people. The system cannot see who does the downloading, only that it has been asked to deliver a document to an URL.

The Webalizer web log analysis system has been used to give a more detailed idea of the activity on the ebbits website. However, it is still not possible to estimate the number of unique visitors/actual people visiting since web robots remain part of the statistical figures.

The focus is therefore on what comes closest to identifying users which is found in the information about unique IP addresses. The data are based on the source of requests made to the server from a unique IP address. Since many users can appear to come from a single site as well as many IP addresses, the number is a rough gauge as to the number of visitors to the server. For ebbits this amounts to an average of 1210 unique IP-addresses per month in year 2. Looking in more detail at the IP-addresses, it seems as if around one third of them are not robots or crawlers. This gives a rough average of 403 unique IP-addresses per month for project year 2.

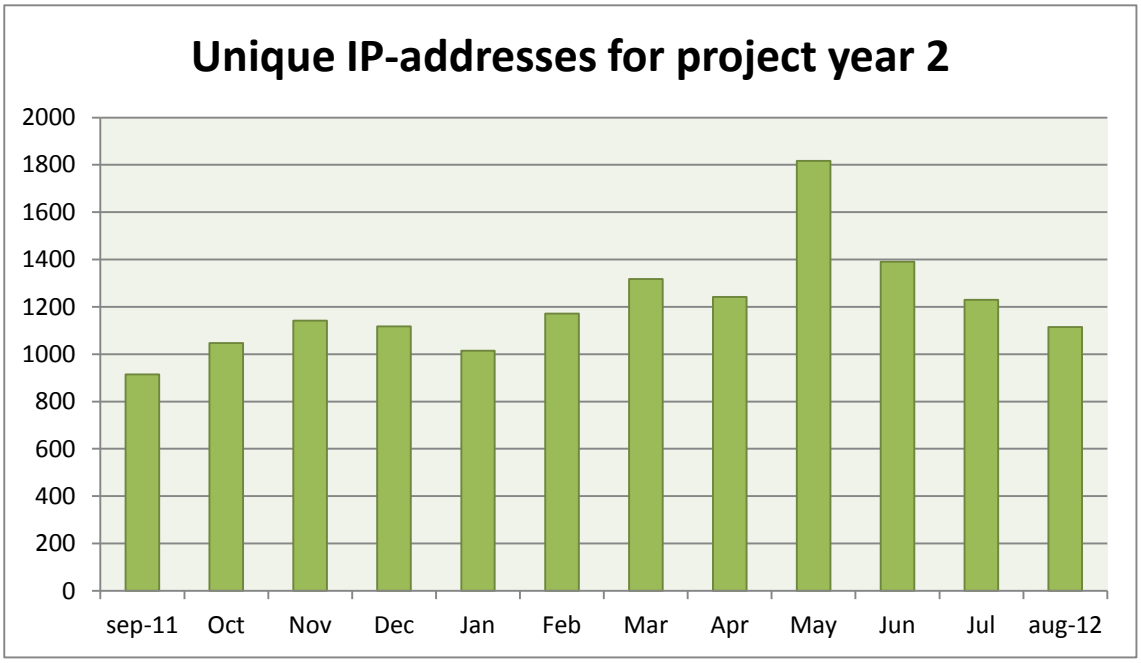


Table 6 Total number of unique IP-addresses per month. The data are based on the source of requests made to the server from a unique IP address. If we take August 2012 as an example, one could say that web surfers accessed the site from 1114 different servers around the world. Assuming web robots such as google bots represent two thirds, we have around 371 unique IP-addresses for August indicating the traffic coming from private networks.

[21] Downloads as per 25. September 2012. Numbers are based on the download numbers which are visible on the ebbits website.

5. Cluster and other activities

ebbits partners are active in concertation and cluster activities with other ICT funded projects organised by the European Commission.

5.1 Cluster activities

The main clusters in which ebbits is involved are

- IERC IOT *European Research Cluster*[22]
- FInES *Future Internet Enterprise Systems*[23]
- Monitoring and Control cluster on Smart Buildings/Smart Spaces[24]

In the following, the main clusters are described. A more detailed description of the cluster activities undertaken by ebbits is found in separate deliverables *D12.7 Cluster collaboration plan*, *D12.8.1 Cluster collaboration report 1* and *D12.8.2 Cluster collaboration report 2*.

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

- FIT and ISMB participate in the IERC cluster together with CNET who has been selected as the leader on Semantic Interoperability.

The **FInES** cluster 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.

- IN-JET leads the Taskforce on Manufacture and Industry and FIT leads the Taskforce on International Relations.

The **Monitoring and Control Cluster on Smart Buildings/Smart Spaces** 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 ontologies 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.

- FIT and CNET represent ebbits in the cluster on Smart Buildings/Smart Spaces

In general all partners are invited to participate in cluster activities.

5.2 Concertation activities

The ebbits project is 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 actively supports and participates in The Future Internet Assembly (FIA).

The **FIA**[25] 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

[22] IOT European Research Cluster: http://www.internet-of-things-research.eu/
[23] Future Internet Enterprise Systems: http://www.fines-cluster.eu/fines/jm/
[24] http://cordis.europa.eu/fp7/ict/necs/home_en.html

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.

The table below is an overview of the cluster activities done in the second year of the project, September 2011 - August 2012. More information on cluster activities in the second year of the project can be found in the separate deliverable *D12.8.2 Cluster collaboration report 2*.

What, when, where	***Contributing partners***	***Form and cluster***
EFFRA meeting on stakeholder engagement, 9. September 2011	IN-JET	Meeting (FInES)
FInES Cluster concertation meeting, Brussels 12. October 2011	IN-JET/FIT	Meeting (FInES)
IERC workshop, 27. October 2011	FIT	Workshop on interoperability and open services (IERC)
Future Internet Week, Future Internet Assembly, 24-28. October 2011, Poznan, Poland	IN-JET	Workshop on IoT and Business Models (IERC, FIA)
Final EURASIAPAC Workshop, 30. November 2011, Brussels	FIT	Workshop (FInES)
FInES Cluster meeting, 19-20. December 2011, Brussels	IN-JET/FIT	Meeting (FInES)
FInES Cluster meeting, 14. March 2012, Brussels	IN-JET/FIT	Meeting (FInES)
FInES workshop and workshop session, 9-11 May 2012, Aalborg, Denmark (FIA)	IN-JET	Organised workshop and attended workshop session (presentations) (FInES, FIA)
IERC Activity Chain 2 meeting, 9. May 2012, Aalborg, Denmark (FIA)	ISMB	Meeting on Activity Chain 2 on Naming, Addressing & Search (IERC)
Speech on business model innovation at Princeton University, 7-8 June 2012, USA	FIT	Two presentations at the workshop on business models and chair at session on bridging business models (FInES)
IoT Week, 18-22. June 2012, Venice, Italy	ISMB, CNET	Organised workshop sessions, made presentations, demonstrations (IERC) Participated in IERC cluster activities, with a focus on Activity Chains 04 (CNET) and Activity Chains 11, 14 (ISMB)
IERC Book 2012 "The Internet of Things 2012 New Horizons"	ISMB, FIT	Written contributions to the chapters on "Europe's IoT Strategic Research Agenda 2012". Published in partnership with the EU FP7 CASAGRAS2 project. (IERC)

Table 7 Cluster activities for the second project year

[25] http://www.future-internet.eu/home/future-internet-assembly.html

6. Completed activities M19-30

This chapter describes in detail the dissemination activities undertaken by ebbits partners in the period M19 – M30 (March 2012 through February 2013) as well as the impact that the events have hadIt deals with the presentation tools that ebbits has developed to present the project as well as the external tools for disseminating the project results. It supplements the activities undertaken in M1-M6 which are available in the deliverable *D12.2.1. Dissemination strategy, cluster and other activities 1* (submitted M6) and the activities for M7-18 which are available in *D12.2.2 Dissemination strategy, cluster and other activities 2* (submitted M18).

6.1 Presentation tools

To raise awareness about ebbits and disseminate its results to the selected target group as well as to the interest of a wider audience, a wide range of dissemination channels are used.

6.1.1 Website

The website has been continuously updated and enriched with papers, events, deliverables, news items etc. A video menu has been created with videos featuring a manufacturing unit with Comau robots in operation at the FIAT assembly plant Giambattista Vico (Pomigliano d'Arco), where the Panda cars are assembled as well as a video on a Danish farm specialising in organic pig production.

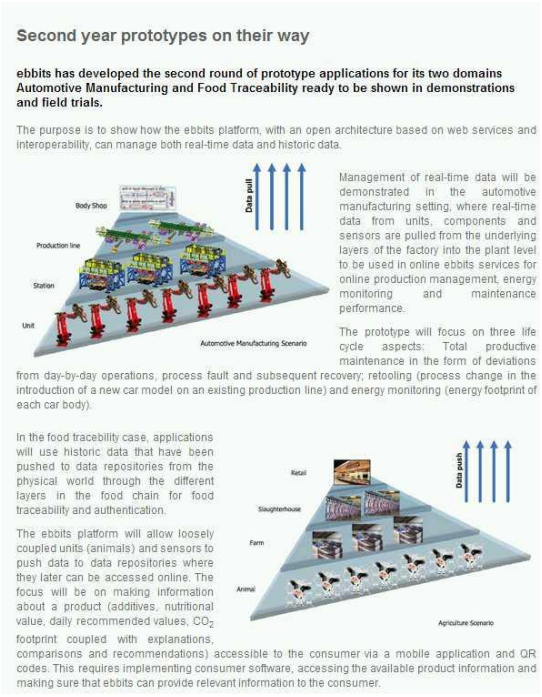
6.1.2 Webcast video

ebbits partners videoed the entire FInES workshop in Aalborg in May 2012 attaching slides and speaker presentations in the final video. The video had 470 visits (May 2012- Jan. 2013).

6.1.3 Two posters finalised

The two posters on Automotive Manufacturing and Traceability have been finalised. See appendix 1.

6.1.4 Project newsletter



Second year prototypes on their way

ebbits has developed the second round of prototype applications for its two domains Automotive Manufacturing and Food Traceability ready to be shown in demonstrations and field trials.

The purpose is to show how the ebbits platform, with an open architecture based on web services and interoperability, can manage both real-time data and historic data.

Body Shop
Production line
Station
Unit
Data pull
Automotive Manufacturing Scenario

Management of real-time data will be demonstrated in the automotive manufacturing setting, where real-time data from units, components and sensors are pulled from the underlying layers of the factory into the plant level to be used in online ebbits services for online production management, energy monitoring and maintenance performance.

The prototype will focus on three life cycle aspects: Total productive maintenance in the form of deviations from day-by-day operations, process fault and subsequent recovery; retooling (process change in the introduction of a new car model on an existing production line) and energy monitoring (energy footprint of each car body).

In the food tracebility case, applications will use historic data that have been pushed to data repositories from the physical world through the different layers in the food chain for food traceability and authentication.

The ebbits platform will allow loosely coupled units (animals) and sensors to push data to data repositories where they later can be accessed online. The focus will be on making information about a product (additives, nutritional value, daily recommended values, CO_2 footprint coupled with explanations, comparisons and recommendations) accessible to the consumer via a mobile application and QR codes. This requires implementing consumer software, accessing the available product information and making sure that ebbits can provide relevant information to the consumer.

Retail
Slaughterhouse
Farm
Animal
Data push
Agriculture Scenario

A newsletter was prepared from partner input and distributed to relevant audiences in August 2012. Focus was on the many workshops and demonstrations that ebbits partners have been involved in as well as the coming of second year prototypes.

It also featured relevant events organised by ebbits or of interest to ebbits and a list of released deliverables.

The newsletter was distributed as html email for the best look, supplemented by a pdf version or any other version that might be preferred. The target group was mainly 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. The newsletter can be downloaded from the website.

6.2 External dissemination tools

6.2.1 Papers

The ebbits consortium has set a target of 9 papers submitted and 3 accepted papers for year 2 accumulating to 16 papers submitted and 7 submitted papers in year 3. At the end of year 2, ebbits partners have submitted 13 papers of which 12 have been accepted. Conferences where papers have been submitted and accepted in year 2 include:

- ICSE 2012, 34th International Conference on Software Engineering, Zürich, Switzerland, June 2012 (FIT, two papers)
- TrustCom 2012, June 2012 (FIT, ISMB)
- PST 2012, 10th Annual Conference on Privacy, Security and Trust, July (FIT)
- CECIS 2012, Central European Conference on Information and Intelligent Systems, September 2012 (IS)
- 2012 ASE/IEE, 4th IEEE International Conference on Information Privacy, Security, Risk and Trust, September 2012 (FIT)

Additionally, two papers have been prepared and submitted in year 3:

- IFIPTM'13 - International Conference on Trust Management, Malaga, Spain, 3-7th June 2013. The paper is titled *Defining a Trust Framework Design Process* (FIT)
- EFITA WCCA CIGR 2013 www.efita2013.org. The paper is titled *The ebbits platform: leveraging on the internet of things to support meat traceability* (FIT, TNM and ISMB) and was submitted on 12th February 2013.

6.2.2 Events

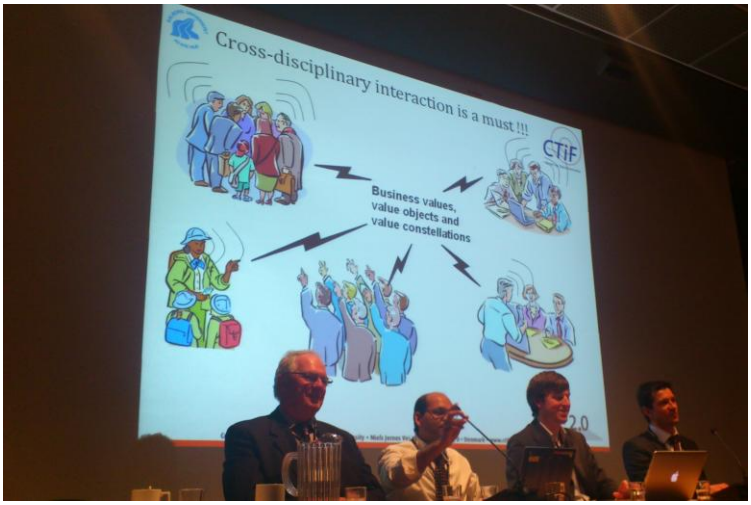
CeBIT 6-10 March 2012, Hanover, Germany

ebbits co-exhibited at CeBIT with the project ActionPlanT (FInES and EFFRA members) on the topic: ICT for the Factories of the Future. ebbits was present in Hall 26, Stand J13 throughout the whole trade show. The target audience for the event was computer scientists and industrial researchers as well as the broad audience of CeBIT business community visitors. The main aim was to demonstrate the product life-cycle aspects and disseminate ebbits concepts and early results. To create interest in the ebbits stand, 300 electronic tickets were distributed to the ebbits network and information for the exhibition website and news on project website was produced and launched. Also, presentations on ebbits were produced for the stand which was visited by EC Vice-president of the European Commission, Neelie Kroes on one of the days. The ebbits stand presented a video promoting the concept of the Internet of Things, People and Services, the LinkSmart IoT middleware and the ebbits pilot applications. Leaflets and brochures containing information on ebbits were provided for visitors as well. The details of the ebbits approach, the technical solution, and pilot applications were presented to visitors passing by. Several

discussions with representatives from academia and industry were held during the fair. Visitors expressed a strong interest on the presented ebbits approach and achievements. The questions and comments were focused on a comparison with other similar technologies of Smart*/IoT, novelty of the ebbits approach, results achieved so far in the project, and future directions of research and development.

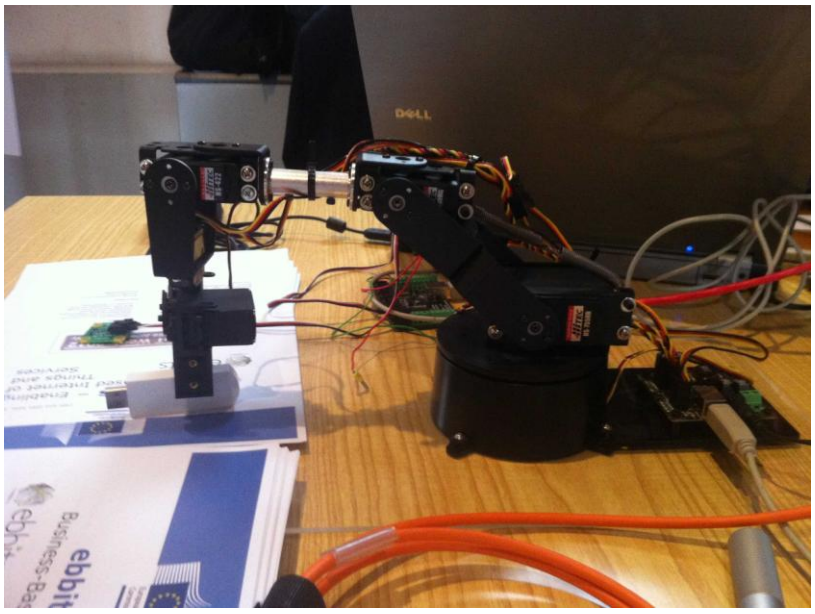
Workshop on business innovation during FIA 9-11th May 2012

On 9th May 2012 the EC cluster FInES (Future Internet Enterprise Systems) which ebbits is part of, ran a workshop in Aalborg, Denmark titled "Translating Knowledge into Growth: Views from ICT Research to Support Future Business Innovation". ebbits partner IN-JET (Jesper Thestrup) was part of the organising committee. The objective of the workshop was to explore and debate several major inter-connected themes which are expected to have a significant impact on the development of next generation enterprise systems. Some very stringent issues and innovative ideas were discussed, starting with new business values, value objects and constellations, a new vision of the Sensing Enterprise, or the characteristics, properties and architectural design principles for the enterprise systems.



Workshop at the IoT Week 18-22th June 2012

ebbits partners CNET and ISMB made several presentations at the IoT Week conference and ran a half-day workshop on IoT Exploitation with presentations from nine projects.



ebbits also had a robot demo running, showing online data transmission and interaction between physical devices and the ebbits platform. To demonstrate how the ebbits platform can handle and respond to data from devices, a temperature sensor was attached to the robot. When the temperature was raised above 30°C, simulating the temperature in the robot's cooling system, the robot stopped immediately and issued a warning signal to the operator central, located in Sweden.

The live demo was disseminated as a first step towards the final goal in ebbits which will be to demonstrate the ability of ebbits applications to manage manufacturing processes with special emphasis on energy consumption.

The participation to the IoT Week 2012 event has permitted to improve the knowledge of other EU funded projects exploiting IoT technologies in different application scenarios. More specifically, all organised workshops were useful to have an insight into the recent IoT developments and to get inputs for current and future ebbits technical activities. For instance, it was possible to have a deeper understanding of the IoT-A reference architectural model and directly interact with IoT-A researchers. This has provided preliminary information on how to map ebbits architecture with the IoT-A layered functional view.

Moreover, the event was a good opportunity to network and meet IoT experts from the main IERC projects. This was particularly true thanks to the ebbits involvement in the co-organization of IoT exploitation workshop (along with IoT@Work) and in the contribution with presentation in sessions related to semantic interoperability, cognitive technologies and IoT demonstrators. The connection with IoT@Work has resulted into the invitation of ISMB (as ebbits partner) to the 2nd Stakeholder Meeting organised by IoT@Work in CRF - Turin, Italy, from the 18-19th April 2013. During the Stakeholder Meeting, the IoT@Work key project results around a real automation pilot were presented and their potential impact evaluated. This was an interesting opportunity to meet representatives from stakeholders and to get useful inputs for the ebbits project.

Finally, the IoT Week was a good occasion to disseminate project results and increase its visibility.

Other events

Besides organising events, ebbits partners have also participated in conferences, events and meetings. A list of events for M19-30 is presented below including cluster meetings M25-M30.

Partner dissemination activities M19-M30
Cluster activities M25-30

March 2012 through February 2013

DATE	Place (city, country)	Type of dissemination activity and audience	Partners involved	Impact/feedback
25-27. June 2012	Liverpool, England	TrustCom12 (The 11th IEEE International Conference on Trust, Security and Privacy in Computing and Communications). Participation. The highly renowned conference on security deals with topics specifically relevant for the overall ebbits security framework. Topics include enterprise security, future security architectures and future Internet technologies. ebbits presented its novel distributed Identity Management scheme for the Internet of Things at this forum.	FIT	
16-18. July 2012	Paris, France	PST12 (Tenth Annual Conference on Privacy, Security and Trust) 16-18 July 2012. Participation. The PST conference explicitly dealing with trust and privacy is an excellent forum for exchanging ideas about the General Trust Management Framework foreseen for the ebbits platform.	FIT	ebbits presented results from the user centred requirements process which had a great significance for the scientific community.
July 2012	Copenhagen, Denmark	Presentation to head of marketing department from the company DLG on Global trends in traceability. The DLG Group is one of the largest agricultural companies in Europe.	TNM	The presentation has encouraged DLG to consider commercial aspects of traceability services to their customers. At the moment they are

Partner dissemination activities M19-M30 Cluster activities M25-30 March 2012 through February 2013				
DATE	**Place (city, country)**	**Type of dissemination activity and audience**	**Partners involved**	**Impact/feedback**
				considering to initiate the development of a costumer oriented IT platform which shall provide traceability and performance information.
28-29. August 2012	Taiwan	IVF-Taiwan ICT Workshop, Presentation on IoT challenges, approaches and outcomes in the context of European research projects. Target audience: About 50 participants representing key business, research & education, and governmental bodies of the Republic of China / Taiwan; 8 co-presenters from Visegrad countries. The workshop, organised jointly by the National Science Council of Taiwan and the International Visegrad Fund, was focused on a presentation and discussion of breakthroughs in innovative research techniques, targeting the areas of Internet of Things, Biophotonics, Research and Educational Networks and HPC (High-performance computing). Participants from four Visegrad countries (i.e., Czech Republic, Hungary, Poland, and Slovakia) reported their activities, projects, and latest achievements in the dedicated areas. Karol Furdik (IS) presented the approach adopted in ebbits, namely the Internet of Things, People, and Services enabled by semantic IoT middleware, in a context of global objectives and challenges of IoT-related research. Presentation: http://web.tuke.sk/fei-cit/furdik/publik/taiwan_2012_elliot_pres.pdf More info: http://comm-center.ntu.edu.tw/2012IVFTWworkshop/	IS	The presentation of ebbits raised an interest in the underlying ebbits technology, capabilities of the semantic IoT middleware and pilot applications. Co-operation possibilities targeting common R&D projects were discussed with Prof. Yu-Chee Tseng, Chair Professor of Department of Computer Science, National Chiao Tung University, Taiwan, as well as with several representatives of the National Taiwan University.
3-4. September 2012	Amsterdam	PASSAT 12 conference - 2012 ASE/IEEE International Conference on Privacy, Security, Risk and Trust Hosted together with the SocialCom conference this forum is an ideal place for multidisciplinary discussion about the IoTPS vision of ebbits in regard to Trust Management.	FIT	ebbits presented security related questions regarding this issue and collected valuable input for additional research.
18-21. September 2012	Varaždin, Kroatia	Conference CECIIS 2012: Central European Conference on Information and Intelligent Systems, presented the paper *K. Furdik, G. Lukac: Events Processing and Device Interoperability in a Smart Office IoT Application* Target audience: About 30 students, researchers,	IS	Questions were related to the implementation details of events fusion within the underlying IoT middleware, as well as to piloting and overall evaluation of the

Partner dissemination activities M19-M30 Cluster activities M25-30 March 2012 through February 2013				
DATE	**Place (city, country)**	**Type of dissemination activity and audience**	**Partners involved**	**Impact/feedback**
		and IT/IoT practitioners from Croatia, Austria, Germany, Slovenia, Serbia, and few other European countries. The conference was organised by the Faculty of Organization and Informatics, University of Zagreb, Croatia, to promote the interface of researchers involved in the development and application of methods and techniques in the field of information and intelligent systems. Karol Furdik (IS) presented the paper describing the concept of Smart Office, which is designed upon the LinkSmart semantic IoT middleware. The concept of rule-based processing of sensor-generated events, elaborated within ebbits, was introduced as an enabler for the Smart Office solution. Paper: http://web.tuke.sk/fei-cit/furdik/publik/ceciis12_elliot_paper.pdf, published in the conference proceedings on pp. 387-394, ISSN 1847-2001. Presentation: http://web.tuke.sk/fei-cit/furdik/publik/ceciis12_elliot_pres.pdf More info: http://ceciis.foi.hr/app/index.php/ceciis/2012		solution.
28. September 2012	Turin, Italy	2012 Researchers' Night. The ebbits project has been presented at the Researchers' Night event in Turin. The event takes place every year all around Europe on the fourth Friday of September, including 24 EU Member States. Researchers' Night is part of the EU-funded Marie Curie Actions, which promote international research in Europe by bringing researchers directly into contact with the public, aiming to show the important role that research plays in society. 24 European cities were involved in the 2012 event, this time driven by the acronym SHARE – Society Heading for Awareness in Research Engagement. The 2012 event reached the desired impact: Bringing researchers, EU projects and the EU Commission closer to the public to enhance the role of these public funded activities for mainstream society.	ISMB	The success and impact of the 2012 event was substantial both in terms of the number of people reached and media coverage. In order to simplify the description of ebbits, making a technically complex project understandable for a wider audience, ebbits was presented by using a simple demo. This demo has been based on the interaction with a set of heterogeneous devices including a lamp, a heater, a fan coil and a water pump to simulate the energy consumption monitoring and some cooling operations performed along a manufacturing line.

Partner dissemination activities M19-M30 Cluster activities M25-30 March 2012 through February 2013				
DATE	**Place (city, country)**	**Type of dissemination activity and audience**	**Partners involved**	**Impact/feedback**
Pictures from Researchers' Night in Turin with an ebbits demonstration which was well attended				
12. October 2012	Brussels	FInES cluster meeting	IN-JET/FIT	
21-23. November 2012	London	PPIG 12 conference – Psychology of Programming workshop	FIT	As a shared forum of psychologists and computer scientists the conference tackles questions of novel developing paradigms and platform usability. ebbits presented some of its results towards improving code quality followed by vivid discussions.
26. November 2012	Sweden	Demonstration of the ebbits project and the ebbits prototype platform on the IoT Breakfast meeting and live webcast organised by the Dataföreningen i Sverige (The Swedish Computer Society) for ICT professionals in Sweden.	CNET	The event led to CNet getting a contract with the Swedish Computer Society to develop and deliver a 2-day training course on Internet of Things for ICT professionals. This training course will be regularly at least 2 times a year. As part of the course we are planning a session where participants will work with and try the ebbits platform to develop IoT applications

Partner dissemination activities M19-M30 Cluster activities M25-30 March 2012 through February 2013				
DATE	**Place (city, country)**	**Type of dissemination activity and audience**	**Partners involved**	**Impact/feedback**
				The first course was delivered 16-17 May 2013.
18. December 2012		Participation in a web conference call organised by IERC AC2	ISMB	
December 2012 – February 2013		ebbits contribution to the IERC Activity Chain 2 Deliverable D1 "Catalogue of IoT Naming, Addressing and Discovery Schemes in IERC Projects". The document was shared among all IERC Cluster Members in February 2013.	IS/ISMB	
		Contribution to the IERC Activity Chain 4	CNET	
December 2012 – January 2013		Telcos on organising the transition work of the FInES cluster	IN-JET	

Table 8 Events which ebbits partners have attended

6.3 Cluster activities M25-M30

The following activities have been undertaken in M25-M30 for the FInES cluster, the IERC cluster, Monitoring and Control cluster for Smart Buildings/Smart Spaces and FIA.

In general, ebbits partners contribute to the clustering activities by participating in workshops, expert groups and joint conferences. Further, partners participate in the editing of cluster publications and contribute to research roadmaps where relevant. Senior staff members from ebbits participate in cluster meetings and assume positions as leaders of certain activities as required. Notably, activities in one cluster are often closely aligned with activities in other clusters such as the sharing of topics and visions of the future internet.

6.3.1 The FInES cluster

ebbits leads two FInEs taskforces "International Relations" and "Manufacture and Industry relationships". The following cluster meetings in Brussels have been attended in M25-M30:

- FInES cluster meeting, 12. October 2012 in Brussels

The FInES cluster is undergoing reorganisation after the change of hosting unit as a result of the re-organisation of the DG Connect. Head of Unit E3, Mr. Jesús Villasante, has expressed appreciation of the FInES cluster as a community and its achievements and has invited the community to contribute to the E3 portfolio of activity with a view to especially Horizon 2020.

However, the EC has also announced that many of the administrative tasks that the unit used to provide in support of the cluster will need to be revoked while simultaneously, the support action Ensemble has finished. This puts a lot of workload on the cluster members.

After lengthy discussions, it was decided that the cluster needs to concentrate on fewer taskforces and all members have to take part in the practical arrangements. It was further decided to share the management of the cluster between the chair (Ms. Mn-Sze Li of IC Focus) and two co-chairs. Jesper

Thestrup (IN-JET) has been proposed as one of the co-chairs. Moreover, a cluster member has offered to continue an interim secretariat taking care of the administrative tasks until a new support action has been funded.

At the operational level, the FInES cluster has worked on a position paper towards Horizon 2020. More information about the development of the FInES cluster will be provided in *D12.8.3 Cluster collaboration report 3* in M36. IN-JET has participated in telcos in December and January organising the transition work.

Taskforce on Manufacture and Industry

This taskforce is led by Jesper Thestrup from IN-JET. The overall strategy is to involve a broad range of industrial and other enterprises in the work undertaken and the results obtained, primarily within the various research projects in the FInES cluster, but also beyond.

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. Markus Eisenhauer from FIT has been elected as leader of this taskforce. Targeted countries are the BRIC countries (Brazil, Russia, India, China) as well as the US, Japan, South Korea and Africa.

6.3.2 The IERC cluster

Markus Eisenhauer (FIT), Maurizio Spirito (ISMB) and Peter Rosengren (CNET) represent ebbits in this cluster and Peter Rosengren has been elected as leader of Semantic Technologies.

The cluster activities in IERC include participating and presenting ebbits at cluster meetings and contributing to papers. The plan is to continue involving IERC into collaboration with Brazil with a focus on IoT for manufacturing.

6.3.3 Monitoring and Control Cluster on Smart Buildings/Smart Spaces

Markus Eisenhauer from FIT and Peter Rosengren from CNET represent ebbits in this cluster. Focus is on moving from isolated Embedded Systems into fully networked, cooperating embedded solutions with reliable and secure underlying systems. The traceability scenarios from ebbits with their complexity and heterogeneity are expected to be of considerable interest to this cluster.

7. Planned activities M31-M42

This section describes the planned implementation of the dissemination strategy and the activities planned or considered by ebbits partners in the period M31-42 (March 2013 through February 2014).

7.1 Papers and events organised by ebbits

A paper is planned by partners ISMB and FIT about security features supported in ebbits framework integrating 6LoWPANs networks.

The papers submitted for IFIPTM'13 - International Conference on Trust Management and EFITA WCCA CIGR 2013, both in June 2013, will be presented by partners if they are accepted. Additionally, ebbits partners plan to organise a manufacturing demo for the FIA event in Dublin on 8-10th May 2013 which will also be demonstrated at the Hannover Fair in April 2012. Partners will also attend the IoT China 2013 conference in Shanghai on 4-5th June 2013 and the IoT Week in Helsinki on 16-20th June.

7.1.1 Other events and conferences

Partner planned dissemination activities M31-M42 March 2013 through February 2014				
Event	**Place (city, country)**	**Date**	**Name of partners involved**	**Impact/feedback**
FInES cluster meeting	Brussels	Early April	IN-JET, FIT	
Hannover Fair	Hannover, Germany	8-12. April 2013	FIT with manufacturing demo	ebbits was represented at the Fraunhofer stand in Hall 17 by partner FIT representing energy and resource efficient production. Several contacts to industry could be made and the general feedback from industry and other research institutes like DLR was very positive. There were some discussions on how to apply the ebbits platform to other industries. We envision to gather more detailed information on how to make ebbits more useful to the industry from further discussions with the contact persons from the fair.
Future Internet Assembly: Organising a demo from the manufacturing domain on process oriented energy optimisation: www.ict-	Dublin, Ireland	8-10. May 2013	FIT	

Partner planned dissemination activities M31-M42 March 2013 through February 2014				
Event	**Place (city, country)**	**Date**	**Name of partners involved**	**Impact/feedback**
fire.eu/events/eventview/article/fia-dublin-2013				
IFIPTM'13 - International Conference on Trust Management	Malaga, Spain	3-7. June 2013	FIT	
IoT China 2013, conference and exhibition	Shanghai, China	4-5. June 2013	FIT, IN-JET, possibly CNET and TNM, will participate. There will be a joint booth for all IoT projects (iCore, Butler and others). The M36 Demo will be featured and there will be a workshop	
IoT Week	Helsinki, Finland	16-20. June 2013	CNET, ISMB with the M36 demo. There will be a workshop, and an ebbits consortium meeting will be arranged	
EFITA WCCA CIGR 2013: www.efita2013.org	Turin, Italy	23-27. June 2013	FIT, TNM, ISMB	

Table 9 Planned dissemination activities M31-M42

7.2 Project collaboration and presentation tools

The website will be continuously updated, newsletters will be produced that focus on the demonstrations and ebbits prototype platforms with the next issue due in April 2013.

7.3 Cluster activities

The ebbits project will continue its clustering activities and other concertation activities, attending 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.

7.3.1 The FInES cluster

The FInES cluster continues to work on the completion of a position paper towards Horizon 2020. More information about the development of the FInES cluster will be provided in *D12.8.3 Cluster collaboration report 3* in M36. Monthly telcos are planned for the future with a physical cluster meeting planned in early April.

ebbits will continue to lead the two FInEs taskforces "Manufacture and Industry relationships" and "International Relations" until cluster members have decided on which taskforces to continue.

The Taskforce on Manufacture and Industry will continue its work on stakeholder engagement, involving national and regional industrial associations as well as European level umbrella organisations. The taskforce will contribute to the FInES website and/or the European Future Internet Portal. The website will be targeted at a business audience.

The taskforce on International Relations will continue its work on international cooperation concentrating on active collaboration with new upcoming economies and research activities in the BRIC countries. Another obvious target for the FInES strategy could be the activities concerning business innovation that have been established between Europe and US as well as an Africa-EU Partnership on interoperability of enterprises; strengthening the research dimension of IT in manufacturing and industry between the EU and African countries.

7.3.2 The IERC cluster

ebbits will continue its cooperation activities in this cluster. Besides participating in cluster meetings and conferences, targets include contributing to position papers and publications. The plan is also to continue involving IERC into collaboration with Brazil with a focus on IoT for manufacturing.

7.3.3 Cluster on Smart Buildings/Smart Spaces

ebbits will continue its work in this cluster. Planned activities include representing ebbits at cluster and concertation meetings.

7.3.4 FIA – Future Internet Assembly

ebbits is actively supporting and participating in the FIA. One target is to arrange another European workshop on "The Internet of People, Things and Services" during a Future Internet Assembly in project year 4.

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9. Appendix 1: Posters

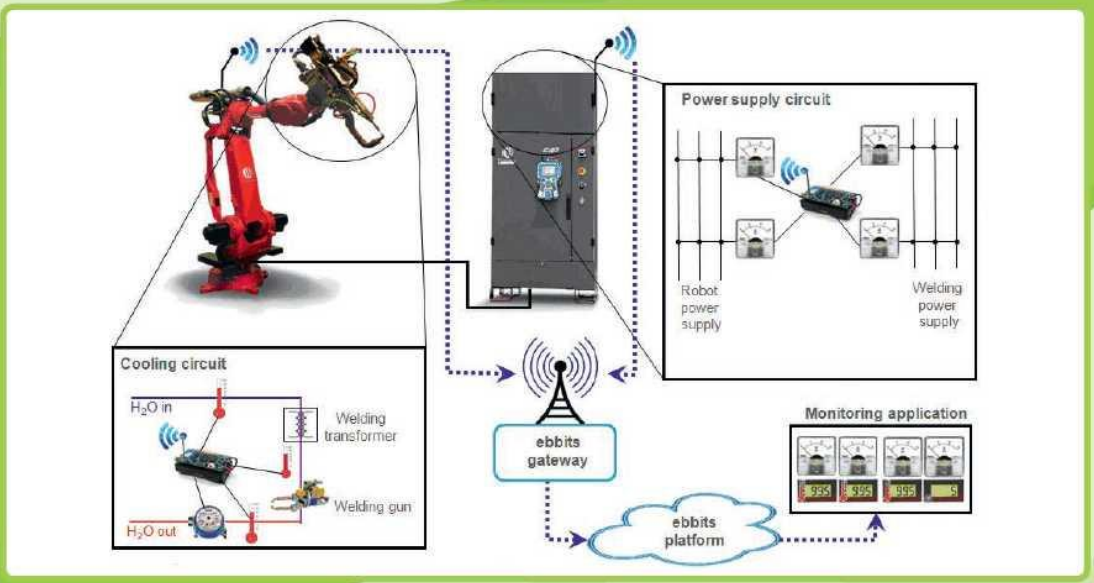
ebbits

Enabling the Business-Based Internet of Things and Services

Making machines communicate

In automotive manufacturing the ongoing challenge is to find ways to optimise the production process and to reduce energy consumption in the production plant.

- The starting point in ebbits is to provide a unifying platform which enables interoperability between the many operating machines, devices and systems.
- By collecting data from machines, devices and sensors, it becomes possible to monitor production processes and consequently optimise production performance.
- The platform can also monitor energy consumption, automating the collection and distribution of energy-related data to decision makers to facilitate energy reductions in the manufacturing process.



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