SEVENTH FRAMEWORK PROGRAME

Specific Targeted Research Project

Project Number:	**FP7–SMARTCITIES–2013(ICT)**
Project Acronym:	**VITAL**
Project Title:	**Virtualized programmable InTerfAces for innovative cost-effective IoT depLoyments in smart cities**

D7.1 Dissemination Activities: Dissemination Plan

Document Id:	VITAL-D71-040314-Draft
File Name:	VITAL-D71-040314-Draft.docx
Document reference:	Deliverable 7.1
Version:	Draft
Editors:	F. Stamatelopoulos, K. Hamadache, S. Pantelopoulos, G. Schiele, M.Cutuli, P.Dal Zovo, R.Caso, J. Soldatos, J. Kaldis, Valeria Loscri,
Organisation:	Singularlogic, Santer Reply S.p.A., NUI Galway, INRIA
Date:	04 / 03 / 2014
Document type:	Deliverable
Security:	PU (Public)

DOCUMENT HISTORY

Rev.	Author(s)	Organisation(s)	Date	Comments
V01	R. Caso	Santer Reply S.p.A.	07/01/2014	Initial Inputs from REPLY
V011	K. Hamadache	Singularlogic	10/01/2014	Updates on Structure and Content
V012	K. Hamadache, S. Pantelopoulos	Singularlogic	30/01/2014	Inputs on Section 1 / Outline of the Dissemination Methodology
V015	J. Soldatos, J. Kaldis	AIT	04/02/2014	Inputs on VITAL's participation in the IERC Cluster
V016	K. Hamadache, S. Pantelopoulos	Singularlogic	05/02/2014	Added Inputs on Section 2
V017	S. Pantelopoulos	Singularlogic	07/02/2014	Incorporation of Comments and Structural Changes discussed during the VITAL meeting in Turin
V018	K. Hamadache, F. Stamatelopoulos, S. Pantelopoulos	Singularlogic	11/02/2014	Section on the Reporting and the Planning of Dissemination Activities (Setion 6), Main Conclusions (Section 7)
V020	K. Hamadache, S. Pantelopoulos	Singularlogic	11/02/2014	Update of the Dissemination Planning Section
V021	Gregor Schiele	NUI Galway	16/02/2014	Added information on PerCity workshop
V022	Valeria Loscri	INRIA	24/02/2014	Information about INRIA's publications and workshops organized by INRIA
V023	F. Stamatelopoulos, , S. Pantelopoulos	Singularlogic	25/02/2014	Various edits in the dissemination achievements section
V024	M.Cutuli, P.Dal Zovo, R.Caso	Santer Reply S.p.A.	26/02/2014	Inputs on sections1-3-4-5.3-5.4-5.5-Annexes
V025	F. Stamatelopoulos, S. Pantelopoulos	Singularlogic	26/02/2014	Edits, Consistency Checking and Preparation of Pre-Final Version
V026	R.Caso, Gregor Schiele	Santer Reply S.p.A., NUI Galway	03/03/2014	Quality Review of the Document
V1.0	F. Stamatelopoulos, S. Pantelopoulos	Singularlogic	04/03/2014	Edits, Placing the document in the correct template
Draft	Gregor Schiele	NUI Galway	04/03/2014	Ready for EC submission

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TERMS AND ACRONYMS

AC	Activity Chain
ARM	Architecture Reference Model
BPM	Business Process Management
BPMN	Business Process Modelling Notation
DoW	Description of Work
EC	European Commission
FIA	Future Internet Assembly
FIT	Future Internet (of Things)
GSN	Global Sensor Networks
IEEE	Institute of Electrical and Electronics Engineers
IERC	European Research Cluster on the Internet-of-Things
IoT	Internet-of-Things
OGC	Open Geospatial Consortium
SC	Smart Cities
SNS	Social Network Sites
SSN	Semantic Sensor Networks
W3C	World-Wide-Web-Consortium

1 INTRODUCTION

1.1 Purpose and Scope

This deliverable is released within the context of Work Package 7 “Dissemination and Exploitation” and is associated with Task 7.1 “Dissemination Activities”. WP7 is a horizontal component within the project work plan. It aims at:

- Disseminating the project’s results to smart cities communities and industry, to IoT research and academic communities, to IoT integrators and solution providers, to the IoT open source community and to the citizens/consumers of IoT services.
- Ensuring the project’s liaison and active contribution to EC clustering mechanisms.
- Contributing to IoT standardization bodies (notably bodies where the partners already participate and contribute) information and roadmaps associated with the future integration and interoperability of different IoT architectures and systems.
- Analysing the smart cities market and investigating new business models that could be empowered by the project’s novel virtualization paradigm.
- Producing detailed exploitation and sustainability plans for the individual partners of the consortium based on their relevant roles in the project and their business and research strategies.
- Producing a joint business and sustainability plan for the main exploitable products of the project (notably the VITAL platform), while also ensuring the proper regulation of the IPR shares for the partners involved.

The present document constitutes the deliverable D.7.1, which details the dissemination plans of the project. It identifies the target audience of the VITAL dissemination strategy, along with the most appropriate channels to reach these audiences. Later deliverables of WP7 will report on the dissemination achievements of the project, based on the presented plan. These later deliverables will also report on deviations from the presented plan, but also on necessary adaptations/revisions to this initial plan. In this way the project will ensure the adaptive planning of its dissemination activities.

1.2 Dissemination Planning Methodology Relation to Other WP Tasks and Deliverables

This deliverable reflects the dissemination planning of the VITAL project, which reflects the dissemination goals and strategy of the consortium. It is an outcome of task T7.1 of the project and comprises a baseline plan for all the dissemination activities that will be undertaken by partners. This baseline plan provides information for all the foreseen activities at a fair level of detail, including a description of the type

of dissemination activities that have been planned along with information on specific actions falling within each activity type. Information on specific actions includes for example tentative dates and venues for some activities, along with the identification and (initial) quantification of the audience targeted by each individual activity.

Overall, the dissemination methodology of the project is based on the following steps:

- **Identification of target groups of the dissemination actions:** As a first step the consortium has identified the main stakeholder groups that should be targeted in the scope of the communication and dissemination activities of the project. These stakeholders are primarily derived from the stakeholders of the VITAL platform (already listed in deliverable D2.1 of the project) and complemented by other stakeholder groups that should become aware of the project's results. The identification of the target groups of the various dissemination actions is a critical step towards specifying appropriate communication methods and actions to address these groups.
- **Identification and documentation of the different types of dissemination actions**: The dissemination methodology of the project has also specified the different types of dissemination actions and dissemination modalities that should be employed in the project. A comprehensive outline has been already provided in the Description-of-Work (DoW) document of the project. Based on this outline, but also on the dissemination capabilities of the partners, the project has elaborated on the types of dissemination activities to be undertaken. Note that these activities relate also to the standard-communication actions, where the partners commonly engage according to their profile and strategy (e.g., research organizations publish papers in journals and conferences, industrial partners participate in exhibitions and fairs). However, they also relate to the dissemination needs of the project (such as the needs to disseminate the project's results to smart cities officials and policy makers).
- **Matching of the various types of dissemination activities to target groups**: A critical element of the project's dissemination strategy concerns the mapping of the identified dissemination activity types (e.g., publications, presentations in conferences, participation in exhibitions and workshops, standardization efforts) to the stakeholder groups that must be reached. This mapping ensures that that all stakeholders will be addressed based on the most appropriate way.
- **Identification of partners most appropriate for pursuing each dissemination action**: The dissemination methodology of the project has also attempted to assign dissemination responsibilities to partners in a way that could lead to the most effective result. To this end, the most appropriate partners for pursuing specific dissemination activities and for addressing the target audiences have been identified. For this identification several factors have been taken into account including: (A) The profile and activities of the various partners, especially in terms of their ability to successfully carry out specific actions, (B) Their specific involvements in the VITAL project, especially in terms of the results that they will be involved in and which they shall undertake to dissemination, (C) The need to

plan and carry out joint dissemination activities, where several partners will need to collaborate.

- **Production of dissemination material to support the various activities**: The project's dissemination methodology, includes also the specification of the dissemination materials to be produced, along with a planning of the relevant timeline for this production. Dissemination materials are essential in the scope of several of the dissemination actions identified as part of this plan.
- **Specification of indicators for tracking the dissemination plan**: An essential part of the dissemination methodology of the project is its tracking in order to ensure that it is executed smoothly and successfully. To this end, the dissemination methodology of the project will specify indicators (including quantitative targets) enabling the monitoring of the execution of the dissemination plan in terms of tangible achievements. An initial set of such indicators has been provided in the DoW of the project and is updated and enhanced as part of this deliverable.

As already outlined, following the project will execute the present plan and report the dissemination accomplishment in three coming deliverable of WP7, namely D7.2.1, D7.2.2, D7.2.3. These deliverables will provide a periodic reporting on the project's dissemination activities, thereby enabling the monitoring of the execution of the present plan. Furthermore they will provide control points in time where the initial plan will be audited and if needed adapted and revised in order to meet the dissemination objectives of the project.

It should be also noted that the dissemination plan of the project is intended not only to raise awareness about the project's results in general, but also to boost the exploitation and sustainability strategy of the project. As part of the latter boost, the dissemination plan of the project is appropriate for engaging stakeholders in the project results, including the attraction of potential users/customers of the project's results.

Last, it should be also outlined that a complementary dimension of the project's dissemination planning involves the project's participation in EC clustering mechanisms (and more specifically in the IERC cluster). Clustering and standardization activities will be reported in a dedicated subsequent deliverable of the project. The present plan includes some initial plans about the project's cluster contributions, which are however elaborated in latter deliverables dedicated to VITAL's cluster contributions.

1.3 Structure of the Document

The document is structured in the following sections:

- Section 1 is the present introductory section.
- Section 2 outlines the project's dissemination strategy and includes a set of quantitative indicators for the dissemination achievements.
- Section 3 describes the strategy for engaging and involving stakeholders in the project's results.
- Section 4 is devoted to the planning of the project's standardization contributions.
- Section 5 details the various dissemination channels that will be used by the project.
- Section 6 illustrates the more specific dissemination actions that will be undertaken, including the responsibilities of the individual partners.
- Section 7 is the concluding section of this deliverable.

Note that a set of templates for reporting and listing the various activities are also provided as Appendices to this document.

2 DISSEMINATION STRATEGY

2.1 Engagement and Dissemination Objectives

The main objectives of the VITAL dissemination strategy are as follows:

- Disseminate the project's results as widely as possible, and towards all interested parties.
- To raise awareness about the VITAL approach to building, deploying and operating IoT applications in smart cities (i.e. the silo integration approach) within communities of all relevant stakeholders.
- To set-up a set of quantitative indicators for monitoring and evolution and the effectiveness of the project's dissemination strategy.
- To support the project's exploitation strategy, through the dissemination of the exploitable results of VITAL (such as the VITAL platform and applications).
- To support the sustainability of the project's results, through building communities of potential users and adopters of the project's results, including researchers, open source developers and potential customers.

In order to substantiate these objectives the project needs to identify the concrete results that will be disseminated, but also the stakeholders and interested parties where they will be disseminated. A starting point for this identification is made in the following paragraphs.

2.2 Stakeholders Identification

An initial identification of the stakeholders of the VITAL results (and more specifically of the VITAL platform and virtualization framework) has taken place in deliverable D2.1. According to D2.1 the stakeholders include:

- **City Authorities**: City authorities, which will be interested in the VITAL integrated development and deployment mode as a means of offering more integrated and cost-effective applications. City authorities will be also interested in the VITAL applications and their functionalities (e.g., urban planning, management of resources).
- **Citizens and Businesses within the Smart Cities**: Citizens and businesses will be particularly interested in new application opportunities that will be enabled by the VITAL platform. Specifically, citizens will be interested in applications that could improve their living, while businesses seek opportunities for applications that can help them improve their business results.

- **Integrators and Solution Providers**: Integrators and solution providers will be the primary users of the VITAL platform and tools in their effort to offer added-value solutions to their customers (such as cities and regions).
- **Service Providers**: Service providers may be interested in the VITAL model, since it can enable them to offer additional revenue generating IoT services in urban environments (such as location aware services).
- **Infrastructure Providers**: VITAL will be unifying multiple underlying IoT infrastructures comprising a wide range of sensors, middleware and hardware elements. Such infrastructures are a prerequisite for the operation of the VITAL paradigm, even though the VITAL software/middleware might not be directly accessing the underlying sensor infrastructures.
- **The Open Source Community**: VITAL will produce several open source software libraries, while it aims at reusing open source technologies such as the Global Sensor Networks (GSN) and the OpenIoT platform. Therefore, several project's results will be of particular interest to the open source community.
- **Standardization Bodies**: VITAL intends to take into account and support several standards as part of its platform (e.g., OGC standards and the W3C SSN ontology). The work and results of the project in these direction will be therefore of interest to standardization bodies, which should be among the target audiences of the VITAL dissemination activities. Due to the importance of liaising with standardization bodies and groups, this document includes a section devoted to activities that will be carried out in order to ensure dissemination and liaisons with standardization groups.
- **IoT and Smart Cities Researchers:** VITAL introduces a novel concept for the development, integration and deployment of IoT application in smart cities. The implementation of this concept will rely on a wide range of innovative technologies in the areas of sensor middleware, IoT services composition and deployment and smart cities services development and deployment. The relevant insights that will be produced in the scope of VITAL will be therefore of particular interest to the research community.

The above stakeholder groups (listed in D2.1) provide a sound starting point for identifying relevant dissemination activities. We would however endeavor to add the following additional groups:

- **Policy makers**: The implementation of a new smart cities applications paradigm (such as VITAL) relies (to a certain extend) on policy makers, which have an impact on the strategies of the smart cities. Therefore the VITAL dissemination plan should also target policy-makers that could act as a catalyst for the adoption of the VITAL paradigm in some cities.
- **EC projects and Clusters**: VITAL intends to participate and contribute to EC clustering mechanisms for IoT, and more specifically the IERC cluster. Through its participation in this cluster, VITAL will network with other EC projects working on

the IoT and smart cities topic with a view to exchanging viewpoints and results. Hence, we view EC projects and cluster as another (specific) stakeholder group that should be addressed via the project's dissemination actions.

Based on these stakeholder groups, the project has identified a range of actions that could be undertaken in order to disseminate the project's results towards these groups. These actions are outlined in the following paragraph.

2.3 Types of Dissemination Activities and Matching with Stakeholders

The following table lists the dissemination activities that the consortium will undertake in order to disseminate its results to each one of the identified stakeholder groups.

Stakeholder Group	Dissemination Activities Types
City Authorities	• Smart City Exhibitions • Targeted Workshops with Smart City Authorities • Outbound dissemination campaigns using the project's Newsletter and other VITAL Materials • Liaisons and contacts with other smart cities initiatives.
Citizens and Businesses within the Smart Cities	• Exhibitions on Smart City Solutions • Presence and campaigns through electronic media (Social Networks, Blogs, Publications in electronic magazines and web sites)
IoT and Smart Cities Researchers	• Journal Publications (with a focus on high-impact journals). • Conference Publications (with a focus on prominent conferences). • Conference Presentations (with a focus on prominent conferences). • Organization of Workshops (addressing targeted audiences focused on IoT and smart cities).
Technology Providers (Integrators, Solution Providers, Service Providers, Infrastructure Providers	• Publications in Magazines and Journals. • Participation in Exhibitions. • Participation in Scientific Conferences. • Indirect contacts through city authorities. • Dissemination of VITAL through the partners' business networks.

Open Source Community	• Publications in open source magazines, bulletins and web sites. • Inclusion of VITAL in open source directories. • Dissemination of the project within the open source communities of other open source projects (i.e. GSN and OpenIoT)
Standardization Bodies	• Participation in meetings of the standardization bodies. • Direct contacts with participants in the standardization process.
Policy Makers	• Stakeholder's workshops. • Indirect contacts through city authorities. • Publications in magazine. • Outbound campaigns using the VITAL dissemination materials. • Liaisons and contacts with other smart cities initiatives.
EC Projects and Clusters	• Participation in IERC meeting and FIA meetings. • Participation in IERC working groups (activity chains). • Direct contacts and joint activities (e.g., workshops) with other projects on IoT and/or smart cities

Table 1: Dissemination Activities per Stakeholder Group

The types of dissemination activities listed in the table able are among the best candidate actions/activities for reaching the specified stakeholders. Other activities might be also possible, but the initial planning of the VITAL dissemination activities is based on this initial consideration. As already explained the VITAL dissemination plan will be adaptive (if needed) and could accommodate additional dissemination activities for the various stakeholder groups. Note also that several of the activities identified above have a multiplicative effect in terms of outreach (e.g., activities that allow reaching multiple stakeholder groups). However, outreach is not the only criterion, since targeted events might have less outreach, yet being more effective in disseminating the project's messages.

2.4 Compliance rules for Dissemination Activities

Most of the VITAL partners are prominent experts in smart cities and IoT, since they undertake intense smart cities and IoT R&D as part of their activities. The activities outlined in this dissemination plan are aimed as being activities with a significant focus on VITAL dissemination messages and needs. To this end, all the dissemination activities will be explicitly linked with the VITAL. Hence, they will include acknowledgements to the VITAL project, the VITAL partners, the FP7 programme and the EC. Prominent examples are the publications of the project, which will carry the following acknowledgement: "*This work was funded in part by the European Community in the framework of the VITAL FP7 project (Virtualized programmable InTerfAces for smart, secure and cost-effective IoT depLoyments in smart cities) under contract number FP7-SMARTCITIES-608662.*" Optionally, and depending on the scope and nature of the publication an additional statement could be include signifying the contributions of the VITAL partners: «*The authors acknowledge help and contributions from the partners of the project*». These statements have been already provided in the scope of deliverable D1.1. The project will also use similar statements during the partners' participation in conferences, exhibitions and workshops. Furthermore, similar statements will accompany all sorts of project documentation and dissemination materials (such as newsletters, leaflets, presentations, white papers and more).

2.5 Dissemination Activities Planning and Reporting

The implementation of the dissemination strategy of the project will be based on two main activities that will be continually carried out as part of the dissemination task of the workplan. The planning of the dissemination activities will set specific targets and objectives, while the reporting of the activities will review the dissemination achievements and adapt the planning accordingly. Overall, an iterative process will be followed, involving both planning and reporting. However, the planning element (starting from this document) will be stronger in the early stages of the project, and it will fade out in later stages. At the same time, the reporting elements will become stronger during the evolution of the project, since more and more activities will be reported (especially in subsequent deliverables). Note that in this initial planning document (i.e. D7.1) we also report on the dissemination achievements of the project during the first six months of the project's lifetime. In the sequel we review the methodology for planning and reporting dissemination activities.

The starting point of the planning of the dissemination activities is the present deliverable. In particular the deliverable set a number of targets and assigned responsibilities to particular partners. Furthermore, it identifies activities that will be carried out by multiple partners (in collaboration). For each planned activity, targets in terms of targeted stakeholders and potential outreach will be set. Subsequent WP7 reports will audit the evolution of the dissemination achievements against this initial plan. At the same time they will also adapt the dissemination plans of the project

accordingly, and as required to achieve the overall dissemination objectives of the project in terms of outreach to particular stakeholders and audiences.

In terms of reporting of dissemination activities this will be performed continually based on the use of living documents and on-line lists (e.g., lists maintained in the partners' internal web site described in deliverable D1.1). Deliverable D7.2 will be a living document where all the project's dissemination activities will be reported. This deliverable will be released and delivered to the EC annually. Hence, three releases of this document are planned each one being an enhanced version of the previous one and reporting collectively the dissemination activities of the project, since the VITAL project start.

2.6 Dissemination Activities Quantification and Auditing

Based on the DoW document of the project, VITAL commits to the following quantitative indicators in terms of dissemination activities (see Table 2).

Dissemination Activity	Target Value
Participation in FIA Meetings	Participation in All Meetings
Participation in IERC Meetings	Participation in All Meetings
Journal Publications (International Referred Journals)	8
Publications and Presentations in International Conferences (Reviewed Papers)	12
VITAL Newsletter Issues	4 (on average one issue every 6 months after M6)
Participations in Public Exhibitions and Demonstrations	3
VITAL Workshops and/or Conferences	2
Flash studies	2
Production of VITAL leaflets	2
Participation in major IoT events outside Europe	1

Table 2: (Initial) Quantification of the VITAL dissemination activities

In addition to these high-level KPIs, the project will set quantitative KPIs associated with the audience/outreach of specific dissemination activities (such as workshops and conferences, but also electronic dissemination). These KPIs will be addressed on a case by case basis and will complement the KPIs listed in the above table.

2.7 Internal Dissemination and Communication

In addition to raising awareness about the project's results among relevant stakeholders, the project's dissemination strategy foresees also actions for the proper dissemination of the project's results within the partners' organizations. The value of internal dissemination should not be underestimated, since in several cases it can be a vehicle for meeting the overall dissemination objectives of the project. For example, it can serve as a basis for mobilizing the exploitation and take-up mechanisms of the partners' organizations in terms of the VITAL project results (such as the Technology Transfer Offices of academic organizations and the commercial or product development departments of the enterprises). Therefore, the project plans measures for the internal dissemination of the project's results including:

- The dissemination of VITAL project press releases within the partners organizations (e.g., through forwarding them in mailing lists, publishing them in corporate intranet etc.).
- The organization of internal dissemination events (such as internal workshops and meetings), with a view to raising awareness about the project's results and mobilizing relevant take-up mechanisms.
- The publication of the project's results and achievements in the web sites of the partners.
- The use of the project's results (including relevant dissemination materials), in the scope of wider events/presentations of the participating organizations (e.g., internal research conferences, annual research workshops/reports and more).

3 STAKEHOLDERS' ENGAGEMENT STRATEGY

Stakeholder engagement is key to the success of any initiative.

The VITAL Stakeholder Engagement has been planned in order to convey simple, yet meaningful and information-rich messages to the various stakeholders based on WHAT-WHEN-WHO-WHICH principles. These correspond to the following questions:

- WHY should external stakeholders be engaged in the VITAL project?
- WHO needs to be involved?
- WHEN (in terms of project phases) should the stakeholders be engaged?
- WHAT kind of material/messages should be communicated to the stakeholders?
- WHICH way should the stakeholders be involved?

The importance of working closely and effectively with stakeholders has been early recognized by VITAL and different viewpoints were already considered in the consortium composition (e.g. city authorities, integrators), but to ensure representativeness of the panel of engaged stakeholders, this engagement needs to be further developed.

The overall process for involving stakeholders consists of three major steps:

- Stakeholder identification;
- Stakeholder analysis;
- Stakeholder management.

Primarily the stakeholder identification activity involves investigation (i.e. document analysis, participation in related dissemination events, etc.) regarding all the relevant groups that could have an interest in the area of the project. The aforementioned process has been initiated in the first semester of the project and documented in D2.1 and in the present document D7.1; it involves identification of all possible stakeholders, and maintaining an up-to-date list. The second step is devoted to understanding the needs and interests of the stakeholders and classifying them into meaningful groups based on their stake and influence. Stakeholder management concerns integrating, communicating and acting with stakeholders.

The Stakeholder Engagement Strategy includes analysis of the stakeholders' map, the definition of the appropriate engagement instruments and mechanisms and the determination of their anticipated impact. In details, the overall strategy methodology includes the following steps:

- Define the stakeholder engagement strategy's scope;
    - Identify the strategy's goals and expected impact/results and related quantitative/qualitative metrics

- Set generic action lines for efficient stakeholder involvement;
- Draw the stakeholders' map;
    - Identify stakeholder groups in the various domains (industry, academia, standardization and policy making)
    - Determine their profile
    - Prescribe their role/contribution within the project
- Identify the particular points for stakeholder engagement;
    - Identify the project phases for stakeholder involvement
    - Define issues of interest per project phase/deliverable to be discussed
- Define the messages to be communicated;
    - Define the mottos, key messaging and tag lines to be used
    - Decide on VITAL's offering and participation benefits
- Define the instruments and mechanisms to be used for stakeholder engagement;
    - Focus on the means that enable bidirectional communication (communication but also reception of feedback and input)
    - Provide links with the dissemination plan and the rest of the dissemination means
    - Map stakeholder messages and engagement means against target groups
    - Define the specific steps for the establishment and operation of the activities and standardization and liaisons
- Devise a schedule for communicating messages towards the stakeholders involved and requesting/collecting their feedback & integrate the schedule into the whole dissemination plan;
- Monitor and evaluate the materialization of the engagement strategy;
- Report results;

The stakeholder engagement strategy is not overlapping with the dissemination strategy. The latter is used for spreading the knowledge that will be produced during the project and letting people know about the project, which at a certain extent can be also used to reach and attract the necessary stakeholders closer to the project. The engagement strategy goes further interaction with the various stakeholders, and pursues the active and bilateral communication and collaboration with these groups, towards achieving common goals and objectives.

3.1 Stakeholders analysis

Major stakeholder groups have been identified. Each stakeholder can have different affiliations and can be partner of VITAL consortium or have a general interest. Table 3 summarizes the different groups and our reasons for communicating with them.

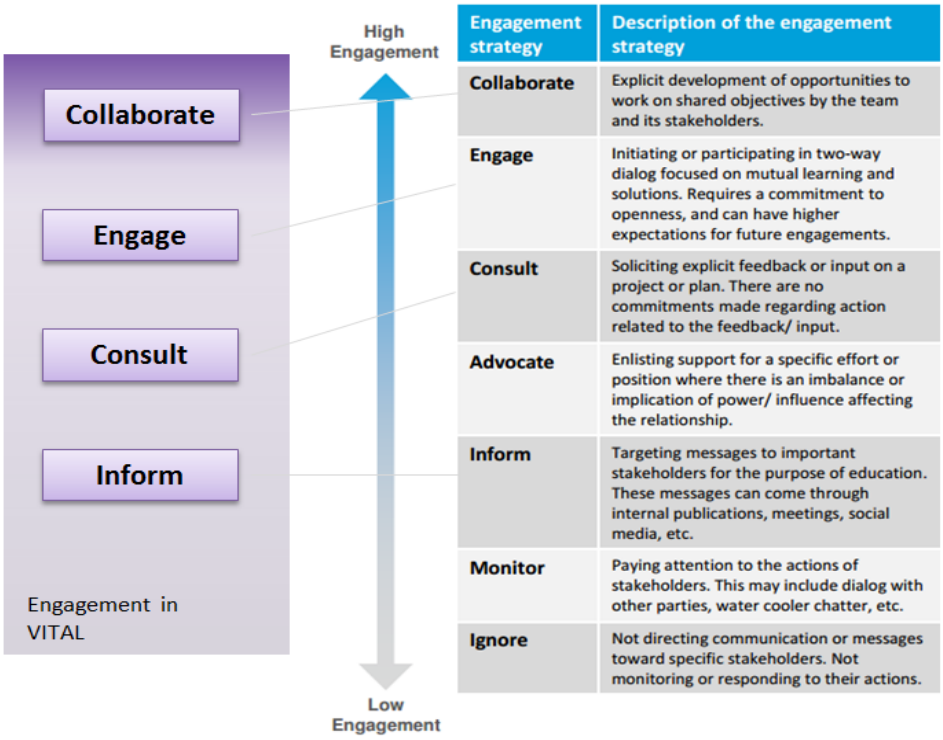
Stakeholder group	Why we want to reach stakeholders
City Authorities	• To raise awareness of the possibilities for using VITAL research results in the cities • To engage in dialogue about benefits of the VITAL integrated development and deployment model • To receive input for requirements and IoT use cases, such as applications for urban planning or for the management of resources within the city
Citizens and Businesses within the Smart Cities	• To raise awareness of the possibility for using VITAL results for applications/solutions addressed to citizens and businesses • To receive input for requirements of IoT use cases addressed to citizens and business
Integrators and Solution Providers	• To allow VITAL paradigm to be used by integrators of IoT applications and providers of IoT solutions, which offer their services to smart cities • To account for common needs, preferences and competencies of such integrators and providers • To trial the VITAL system for accessing all data streams available in the city, without knowing low-level technical details of sensor information collection and filtering occurring across the various information silos of the city
Service Providers	• To raise awareness of the possibility of using the VITAL solution for different services • To take into account service providers' needs in terms of requirements associated with service provisioning aspects, including legal and SLA aspects
Infrastructure providers	• To raise awareness of the capabilities of VITAL solution for services based on different underlying IoT infrastructures, comprising a wide range of sensors, middleware and hardware elements. • To take in to account service providers' needs in terms of requirements associated with service provisioning aspects, including legal and SLA aspects
The Open Source Community	• To Encourage open source communities to adopt VITAL recommendations • To exploit and enhance readily available open source IoT technologies such as the Global Sensor Networks (GSN) and the OpenIoT middleware platform
IoT Researchers and	• To support discussion on standards and usability

Standardization Bodies	• To invite them to consider recommendations made by the consortium • To raise awareness about topics addressed by the consortium

Table 3: Stakeholder and reasons for engagement

3.2 Stakeholders management

As shown in Figure 1, engagement can be at different degrees. In particular, in VITAL project the planned degree of engagement is not only at the informative level or at a level of soliciting feedback, but reaches level of 'Engage' and 'Collaborate'.



Engagement strategy	Description of the engagement strategy
Collaborate	Explicit development of opportunities to work on shared objectives by the team and its stakeholders.
Engage	Initiating or participating in two-way dialog focused on mutual learning and solutions. Requires a commitment to openness, and can have higher expectations for future engagements.
Consult	Soliciting explicit feedback or input on a project or plan. There are no commitments made regarding action related to the feedback/ input.
Advocate	Enlisting support for a specific effort or position where there is an imbalance or implication of power/ influence affecting the relationship.
Inform	Targeting messages to important stakeholders for the purpose of education. These messages can come through internal publications, meetings, social media, etc.
Monitor	Paying attention to the actions of stakeholders. This may include dialog with other parties, water cooler chatter, etc.
Ignore	Not directing communication or messages toward specific stakeholders. Not monitoring or responding to their actions.

Figure 1: Engagement levels[1]

The identified stakeholder groups will be engaged during different time phases of the project, based on the actual developments of the project and on their expertise and motivations.

[1] Adapted from: http://emergentconsultants.files.wordpress.com/2011/05/stakeholder-engagement-planning-template.pdf

For each of the below-mentioned deliverables, special versions will be created for the different stakeholder groups in order to acquire their feedback, without disclosing sensitive and consortium confidential information; these documents (in the form of executive reports of no more than 5-10 pages per deliverable) will be put on public debate amongst the members of each stakeholder group. Experts will be asked to comment on one or more reports.

WP	ID	Title	Diss. Level[2]	Date	Level of engagem.[3]	Notes on engagement[i]
Req. and Specific.s	D2.2	Reference and Validation Scenarios for IoT Virtualization	RE	7	**Collaborate:** City Citizens **Consult**: Integrators Service Providers Infrastructure providers	Definition of validation scenarios.
	D2.3	Virtualization Architecture and Technical Specifications	PU	9	**Collaborate**: Integrators Service Providers Infrastructure providers **Inform**: City Citizens OpenSource IoT Research	Collaboration for definition of technical and non- technical (business, legal and policy related) specifications.
Virtualizat. and Federation Infrastruct.	D3.1.1	Virtual Models, Data and Metadata for ICOs V1	PU	12	**Consult**: Integrators IoTReasearch **Inform:** OpenSource Service Providers Infrastructure providers	Consult to leverage results from other IoT projects of the consortium partners in terms of the semantic platform agnostic modelling of resources.
	D3.1.2	Virtual Models, Data and Metadata for ICOs V2	PU	24	**Consult**: Integrators IoTReasearch **Inform:** OpenSource Service Providers Infrastructure providers	Consult to leverage results from other IoT projects of the consortium partners in terms of the semantic platform agnostic modelling of resources.
	D3.2.1	Specification and Implementation of Virtualized Unified Access Interfaces V1	PU	15	**Consult**: Integrators IoTReasearch **Inform:** OpenSource Service Providers Infrastructure providers	Consult to leverage results from other IoT projects of the consortium partners in terms of access to ICOs data and services.
	D3.2.2	Specification and Implementation of Virtualized Unified Access Interfaces V2	PU	21	**Consult**: Integrators IoTReasearch **Inform:** OpenSource Service Providers Infrastructure providers	Consult to leverage results from other IoT projects of the consortium partners in terms of access to ICOs data and services.
	D3.2.3	Specification and Implementation of Virtualized Unified Access Interfaces V3	PU	27	**Consult**: Integrators IoTReasearch **Inform:** OpenSource Service Providers Infrastructure providers	Consult and consult to leverage results from other IoT projects of the consortium partners in terms of access to ICOs data and services.
	D3.3.1	Adaptation and Migration Mechanisms V1	PU	21	**Inform:** OpenSource Service Providers	Information about for the migration and adaptation of legacy IoT systems and architectures to the VITAL

					Infrastructure providers Integrators IoT Research	virtualization paradigm.
	D3.3.2	Adaptation and Migration Mechanisms V2	PU	30	**Inform:** OpenSource Service Providers Infrastructure providers Integrators IoT Research	Information about for the migration and adaptation of legacy IoT systems and architectures to the VITAL virtualization paradigm.
Horizontal (Added-Value) Abstract.s and Integration Function.s	D4.1.1	Intelligent virtualized discovery of resources V1	PU	15	**Consult**: Integrators IoTReasearch **Inform:** OpenSource Service Providers Infrastructure providers	Consult to leverage results from other IoT projects of the consortium partners to consider functionalities and limitations of discovery mechanisms supported by the underlying IoT ecosystems.
	D4.1.2	Intelligent virtualized discovery of resources V2	PU	24	**Consult**: Integrators IoT Research **Inform:** OpenSource Service Providers Infrastructure providers	Consult to leverage results from other IoT projects of the consortium partners to consider functionalities and limitations of discovery mechanisms supported by the underlying IoT ecosystems.
	D4.2.1	Virtualized filtering mechanisms V1	PU	18	**Consult**: Integrators IoT Research **Inform:** OpenSource Service Providers Infrastructure providers	Consult to leverage results from other IoT projects of the consortium partners to consider functionalities and limitations of filtering mechanisms supported by the underlying IoT ecosystems.
	D4.2.2	Virtualized filtering mechanisms V2	PU	27	**Consult**: Integrators IoT Research **Inform:** OpenSource Service Providers Infrastructure providers	Consult to leverage results from other IoT projects of the consortium partners to consider functionalities and limitations of filtering mechanisms supported by the underlying IoT ecosystems.
	D4.3.1	Virtualized event management and CEP V1	RE	21	**Consult**: Integrators IoTReasearch **Inform:** OpenSource Service Providers Infrastructure providers	Consult to leverage results from other IoT projects of the consortium partners to consider functionalities and limitations of event management mechanisms supported by the underlying IoT ecosystems.
	D4.3.2	Virtualized event management and CEP V2	RE	33	**Consult**: Integrators IoT Research **Inform:** OpenSource Service Providers Infrastructure providers	Consult to leverage results from other IoT projects of the consortium partners to consider functionalities and limitations of event management mechanisms supported by the underlying IoT ecosystems.
	D4.4.1	Sensor-Driven Business Process Management V1	RE	21	**Inform:** Integrators IoT Research OpenSource Service Providers Infrastructure providers	
	D4.4.2	Sensor-Driven Business Process Management V2	RE	33	**Inform:** Integrators IoT Research OpenSource Service Providers Infrastructure providers	
Developm., Deploym. and	D5.1.1	Management services over federated IoT	PU	15	**Inform:** Integrators IoT Research OpenSource	

Govern. Tools		platforms V1			Service Providers Infrastructure providers	
	D5.1.2	Management services over federated IoT platforms V2	PU	22	**Inform:** Integrators IoT Research OpenSource Service Providers Infrastructure providers	
	D5.1.3	Management services over federated IoT platforms V3	PU	30	**Inform:** Integrators IoT Research OpenSource Service Providers Infrastructure providers	
	D5.2.1	Development and Deployment Environment V1	PU	21	**Inform:** Integrators IoT Research OpenSource Service Providers Infrastructure providers	
	D5.2.2	Development and Deployment Environment V2	PU	33	**Inform:** Integrators IoT Research OpenSource Service Providers Infrastructure providers	
	D5.3.1	Smart Governance Toolkit V1	PU	24	**Consult**: City Citizens Integrators Service Providers Infrastructure providers	Consult to take into account stakes of solution providers, platform providers/operators, service providers and end-users in terms of SLA and business issues associated with the (horizontal) integration of existing silo applications in the smart cities
	D5.3.2	Smart Governance Toolkit V2	PU	36	**Consult**: City Citizens Integrators Service Providers Infrastructure providers	Consult to take into account stakes of solution providers, platform providers/operators, service providers and end-users in terms of SLA and business issues associated with the (horizontal) integration of existing silo applications in the smart cities
Integration, Validation, Evaluation	D6.1.1	Integrated VITAL Framework V1	PU	18	**Inform**: City Citizens Integrators Service Providers Infrastructure providers OpenSource IoT Research	
	D6.1.2	Integr. VITAL Framework V2	PU	27	**Inform**: City Citizens Integrators Service Providers Infrastructure providers OpenSource IoT Research	
	D6.1.3	Integr. VITAL Framework V3	PU	36	**Inform**: City Citizens Integrators Service Providers Infrastructure providers OpenSource IoT Research	
	D6.2.3	Smart Cities Applications and Deployments V3	PU	36	**Collaborate**: City Citizens	Collaborate to support deployment of Smart Cities Applications

	D6.3.1	Platform, Applications and Stakeholder's Evaluation	PU	30	**Engage**: City Citizens Integrators Service Providers Infrastructure providers OpenSource IoT Research	Engage to evaluate the VITAL platform and validating scenarios
	D6.3.2	Platform, Applications and Stakeholder's Evaluation	PU	36	**Engage**: City Citizens Integrators Service Providers Infrastructure providers OpenSource IoT Research	Engage to evaluate the VITAL platform and validating scenarios
Dissemin. and Exploitat.	D7.1	Dissemination Activities	PU	6	**Inform**: City Citizens Integrators Service Providers Infrastructure providers OpenSource IoT Research	
	D7.2.1	Report on Dissemination Activities V1	PU	12	**Inform**: City Citizens Integrators Service Providers Infrastructure providers OpenSource IoT Research	
	D7.2.2	Report on Dissemination Activities V2	PU	24	**Inform**: City Citizens Integrators Service Providers Infrastructure providers OpenSource IoT Research	
	D7.2.3	Report on Dissemination Activities V3	PU	36	**Inform**: City Citizens Integrators Service Providers Infrastructure providers OpenSource IoT Research	
	D7.3.1	Report on Cluster and Standards Contributions V1	PU	9	**Consult**: IoT Research	Collaborate with IERC cluster, other cluster and standardization bodies and to exchange results with other projects
	D7.3.1	Report on Cluster and Standards Contributions V2	PU	21	**Consult**: IoT Research	Collaborate with IERC cluster, other cluster and standardization bodies and to exchange results with other projects
	D7.3.1	Report on Cluster and Standards Contributions V3	PU	35	**Collaborate**: IoT Research	Collaborate with IERC cluster, other cluster and standardization bodies and to exchange results with other projects
	D7.4	Business Models and Exploitation Plans	RE	18	**Collaborate**: City Citizens Integrators Service Providers Infrastructure providers OpenSource IoT Research	Consultation on business case Improvements and research exploitation opportunities

[1] The DoW is the primary reference for this project document list.
[2] PU = Public,
PP = Restricted to other program 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)

[3] Stakeholder abbreviations:

Stakeholder abbreviation	Stakeholder group
City	City Authorities
Citizens	Citizens and Businesses within the Smart Cities
Integrators	Integrators and Solution Providers
Service Providers	Service Providers
Infrastructure providers	Infrastructure providers
OpenSource	The Open Source Community
IoTReasearch	IoT Researchers and Standardization Bodies

Identified participation benefits are:

- Earlier access to specific deliverables of the project;
- First-hand learning about the developments of the project;
- Feedback to be taken under consideration for adoption in VITAL;
- Acknowledgments in publications and/or mentions in the VITAL website/social media channels;
- Close collaboration with senior members of the VITAL consortium;
- Invitation to closed session workshops of VITAL;
- Invitations as keynote speakers in the VITAL events;
- Possibility of co-authoring in edited books;
- Possibility for getting a contract to collaborate with the consortium.

The engagement means and collaboration infrastructure that will be used for the engagement and the collaboration with the various stakeholder groups will be the same to be used in all VITAL dissemination activities in order to keep a coherent communication strategy throughout the whole project.
The VITAL website and the means identified for online dissemination will act as the main supporting environment, while also specific informative material will be created and specific events will be organized.

Activity	Description	Dead-line	Engaged Stakeholders	Used Infrastructure
Presentations of Project Results	Presentation of project results and direct communication with attendees of public events and conference	n.a.	General Stakeholders	Newsletter, Website, Dissemination Material
Restricted VITAL workshop	Online and/or Face-To-Face Workshops will be arranged and structured in according to the stakeholders' group involved each time.	M28	City Authorities Integrators and Solution Providers Service and Infrastructure providers	Dissemination Material
Technical VITAL workshop	Online and/or Face-To-Face Workshops in order to: 1. sustain the technical development of the VITAL platform 2. gather feedbacks and evaluations on the VITAL platform and its deployment methodologies	n.a.	The Open Source Community IoT Researchers and Standardization Bodies	Dissemination Material
Online survey	Online survey addressed to citizens and businesses of the city in order to evaluate the VITAL applications/solutions dedicated to them.	M28	Citizens and Businesses within the Smart Cities	Website, Social Media

Table 4: Mapping between the identified stakeholder groups, means and infrastructures

The action list of the project for engaging the identified stakeholders is summarized below in Table 5.

In order to be able to measure the impact that the engagement of various stakeholder will bring, qualitative and quantitative metrics (number of workshops, number of feedbacks, number of consultations, number of collaborations) will be gathered and reported in the D7.2.x and D7.3.x deliverables.

Action	Output	Start Date	Delivery Date
Development of the Stakeholder Engagement Strategy	Deliverable D7.2.1	M7	M12
Identify stakeholders members	Stakeholders establishment	M1	Throughout the rest of the project duration
Online consultation on the VITAL platform architecture	Collection of the feedback in order to drive the VITAL platform to the needs of the Living Labs	M10	Throughout the rest of the project duration
VITAL Workshop on: - the evaluation of technical aspects of the VITAL platform - the evaluation of the VITAL end-to-end management methodology	Refinement of the VITAL platform technical aspects and end-to-end management methodology	M28	Throughout the rest of the project duration
Maintain relationship with stakeholders , consultations and collaboration in social media and VITAL website	Stakeholders engagement	M7	Throughout the rest of the project duration

Table 5: Schedule of stakeholder engagement activities

4 STANDARDISATION STRATEGY

4.1 Adoption and Influence of Existing Standards

VITAL intends to comply with standards as part of the development of its platform. To some extend the VITAL partners will also influence these standards based on the project's results. Such influence will be realized by VITAL partners that participate in the respective standardization bodies and therefore attend their meetings. Primarily, VITAL will adopt and (partly) influence the evolution of the W3C Semantic Sensor Networks (SSN) Ontology through NUIG-DERI. Specifically, the project will use the W3C SSN ontology towards building the VITAL ontology in WP3 of the project. It is expected that the project will provide feedback for improving and fine-tuning the ontology based on feedback from its actual deployment in smart city applications.

Other candidate standards that could be adopted and exploited in the scope of the VITAL platform include the GS1/EPCglobal architecture (which could be supported through the VITAL virtualization layer) and the BPM/BPMN standards which are candidate to support orchestration processes for ICOs as part of VITAL WP4. The potential contributions of the project to these standards could become evident following the finalization of the VITAL architecture in WP3.

4.2 Standardization activities in the scope of the IERC Cluster

In addition to adopting and (possibly) contributing to the above-listed standards, VITAL intends to participate in standardization efforts undertaken in the scope of the European Research Cluster on the Internet-of-Thing (IERC Cluster). The project has identified a number of areas (and related working-groups / activity-chains) of the cluster, where it could contribute. These include:

- **The Architecture Reference Model (ARM) produced by the IERC cluster in the scope of activity chain 1 (AC1)**: VITAL will attempt to align its architecture to the ARM of the IERC. As part of this alignment VITAL will attempt to provide feedback for improving the ARM and adapting it to smart city requirements and applications.
- **Reference models for naming, addressing and discovery in IoT studied in the scope of activity chain 2 (AC2)**: VITAL will have a leading role in the specification of reference schemes for IoT identification and discovery, since it will be coordinating this activity chain. Furthermore, VITAL will contribute to the schemes to be specified on the basis of its intelligent discovery schemes for ICOs in smart cities that will be studied in WP4 of the project.
- **Semantic Interoperability schemes studied in the scope of activity chain 4 (AC4)**: VITAL intends to provide a solution for the integration and interoperability of different silo applications and platforms in smart cities. Hence, several results of the project could provide inputs to the semantic interoperability effort of activity chain 4.

4.3 Standardization through the Open Source Community

VITAL will attempt to (re)use and integrate results from the IoT open source community, such as components from the OpenIoT and GSN projects. At the same time, VITAL will release several of its results as open source, given that open source distribution of results is among the main exploitation modalities for several partners of the project (including NUIG-DERI, INRIA and AIT). Up to date there are no open source solutions for smart cities. By releasing a significant / core part of its platform and tools as open source, VITAL will attempt to become a de-facto open standard for the implementation of IoT based smart cities applications. This is planned to be another contribution of the VITAL to standardization. Later paragraphs include specific dissemination actions for disseminating the project's results to the open source community, with a view to boosting such a de-facto standardization / take-up effort.

5 MEANS OF DISSEMINATION

5.1 Dissemination Materials

VITAL has already created and will further develop a set of basic dissemination materials, which will be used in the scope of dissemination activities of the project (including dissemination activities undertaken by individual partners). In the sequel we review the initial set of such materials, which are however likely to be enriched in the future.

5.1.1 Project Logo

VITAL has created its logo, as a means of giving some visual identity of the project. The logo of the project reflects the project acronym (uses the letter «V»), but also the live pulse of the city, which an essential element of the use of live feeds and information within a smart city. The logo is depicted in the following figure:

Figure 2: The Logo of the VITAL Project

5.1.2 VITAL Press Releases

VITAL will produce several press releases, during important moments (milestones) of the project including:

- The start / commencement of the project.
- The release of the VITAL platform architecture.
- The integration of a working version of the VITAL platform and the release of open source results of the project.
- The completion of working VITAL deployments / systems in the smart cities of the consortium.
- The conclusion of the project.

The press releases will be circulated by all partners to their business networks, through the databases that they maintain. A first press release has been already produced signifying the project's commencement and main goals.

5.1.3 Newsletter

VITAL will produce four newsletter editions after the first six months of the project. Each newsletter edition will be compiled based on content and inputs from all partners. The project coordinator and the WP7 leader will act as editors in chief for the newsletter. Note that the newsletter provides a way for targeted communication about the project towards the contacts of the various partners.

5.1.4 Factsheet and Project Presentation

The dissemination material of the project includes the project factsheet (i.e. a two page description of the project), along with a general purpose presentation of the project. The presentation can be used in order to introduce/present the project in several events. It will be gradually updated during the evolution of the project on the basis of the project's results. Along with the presentation, the factsheet can be sent to interested parties inquiring general information about the project's scope and results.

5.1.5 Other Project documentation

During the evolution of the project number of documents, papers, deliverables, technical reports, and presentations are expected to be available. The project will provide a 2-pages brochure on VITAL. The majority of the project documents will have a common look, while a common template for the presentations, deliverables, reports, meeting minutes, and in general any other document related to the project will be available.

5.1.6 Project Demonstrations

Upon the integration of the early versions of the VITAL platform and applications, the project will create a set of demonstrations, which will be used in order to illustrate the project's technical developments in the scope of conferences, workshops and exhibitions.

5.1.7 Questionnaires

As part of WP2 of the project, VITAL has developed a couple of questionnaires aiming at collecting feedback from stakeholders on IoT/smart cities platforms and related applications. While these questionnaires have primarily served the purposes of WP2, they could be also dispatched during the project's dissemination events, especially in cases where stakeholders' feedback is required.

5.1.8 Plan for Using and Disseminating (PUD) knowledge

In conjunction with the exploitation deliverables, the project will produce a plan for using and disseminating knowledge. The initial dissemination plan is contained in this document. The plan will be flexible and subject to changes. An updated plan will be released yearly for this purpose, in the scope of the respective dissemination reporting deliverables.

5.1.9 White Papers - Flash studies

There are topics inside the context of the project that meet extensive scientific and industrial interest. The project plans to create a minimum of two such flash studies, in the form of small (at most 3 pages) documents.

5.2 Dissemination Activities Types

The main dissemination activities to be undertaken by the project have been identified in the DoW document. In the sequel we list these activities and outline for each one the target groups, the quantifiable targets and the materials needed.

5.2.1 Publications to international journals and conferences

The VITAL partners, academic and industrial, will pursue dissemination activities in international refereed, scientific and technical journals. Eight (8) journal publications will be produced during the course of the project. Likewise, the partners will pursue dissemination activities in international, refereed conferences. A number of twelve (12) conference publications will be produced during the lifetime of the VITAL project.

Note that the primary target audience for the publications outlined above is the community of IoT and smart cities researchers in EU and worldwide. In terms of materials needed, technical/research publications will be produced on the basis of the technical/research results of the project which are documented in the VITAL deliverables.

5.2.2 Creation and Maintenance of the VITAL Web Site

A website dedicated to the project is being designed and developed. This work amongst others requires the initial content collection from all the partners in the consortium, the creation of additional content related to the project, the regular content update, based on the communication, interaction and feedback provided by the other partners. Later paragraphs report on the current status of the VITAL web site.

5.2.3 Active Participation in the IERC IoT Cluster and the FIA (Future Internet Assembly)

The VITAL dissemination work package includes special tasks dealing with the project's continuous and active participation and contribution in both FIA and the IERC IoT cluster. In the scope of the FIA initiative (http://www.future-internet.eu), VITAL intends to participate in all meetings and actively contribute in task forces and publications. Furthermore, VITAL will follow any relevant FIA clustering activities. VITAL's contribution in FIA will be significant given that it merges three important ingredients of the FI (namely smart cities, IoS and IoT). In addition to FIA, VITAL intends to participate and contribute to the Cluster of European Projects on IoT (IERC) (http://www.internet-of-things-research.eu). Specifically, VITAL will actively participate in IERC meetings, publications and presentation associated with future IoT topics and research agendas. The following table lists the VITAL participation in IERC Activity Chains (working groups).

IERC Activity Chain	Topic	Scope of VITAL contribution
AC1	IoT Architectures	Alignment of VITAL Architecture to the ARM; Provision of Feedback and Comments
AC2	Naming, Addressing and Discovery	Coordination of the Activity Chain; Contribution of Intelligent Discovery Schemes for ICOs in Smart Cities
AC4	Semantic Interoperability	Contribution of designs and technologies for the semantic interoperability of disaggregated smart cities silos (IoT-based)

Table 6: VITAL Envisaged Contributions in IERC Activity Chains

VITAL is dealing with a large number of activities and addresses an important set of content and semantics related technologies and solutions. Therefore, VITAL will play an active role in the EU Concentration meetings and activities established for Horizon 2020. Participation in EU Concentration meetings is considered as an efficient way to disseminate results within the EU domain. In addition this will assist the collaboration with other organisations and projects.

5.2.4 Dissemination in the Smart Cities of the Consortium

The smart cities of the consortium (London/GLA, Istanbul/IMM) will actively disseminate the project to the city authorities, but also to their citizens/inhabitants. To this end, they will organize (local) workshops and conferences, while they will also produce press releases and announcements. Both cities will use the project's

demonstrations as living technology showcases in the scope of relevant events and exhibitions. As part of the wider dissemination of VITAL, the GLA will promote open transparency and smarter cities agenda into boroughs and use their influence to achieve open data objectives. The central animated developer community can easily extend into borough level. Additionally, local universities (i.e. in London) will be approached as both end-users and as providers of new developers.

5.2.5 Project dissemination beyond Europe

The innovative character of the project makes it subject to interest beyond the border of Europe. Therefore, the project, and its accompanying technologies, will be presented to various events outside Europe. Through scientific paper contributions the partners in the consortium will make their achievements accessible and globally known. The project's results will be disseminated in prominent conferences in IoT, semantics and open data in both the USA and Asia.

It is envisaged that VITAL will participate in a minimum of one international event (outside Europe).

5.2.6 Dissemination to the Open Source Community

VITAL will present its open source results to events organized by -/- for the open source community. The goal will be to raise awareness about the project's results within open source stakeholders (i.e. developers, community managers, relevant open source projects in IoT). To this end, the project will attempt to disseminate its results within the communities of the background projects that will be used in order to build and validate the platform of the project (such as OpenIoT, GSN).

5.2.7 Internal dissemination

Partners will present the results internally in their organisation, giving boost to internal dissemination. In any case efficient dissemination requires internal knowledge of a project's results. The partners will organize internal events/workshops in order to present the project to their organizations, while they will publish project news and results in their websites.

5.2.8 Workshops

Apart from being present at external conferences and workshops, VITAL will organize its own workshops and events. In addition to workshops, VITAL will organize panel discussions as well. VITAL plans to organize two workshops (possibly in the scope of prominent EC events), with the participation of other EC projects and smart cities initiatives.

5.2.9 Liaisons establishment with other projects and activities

Liaison with other projects is the means to co-ordinate the activities of VITAL considering the on-going activities in other projects. For these reasons, liaison delegates will be identified, for the projects and organizations. At this stage of the project, VITAL has identified tangible interactions with FP7 OpenIoT, the FIT project (http://fit-equipex.fr/) (by INRIA), the FP7 CityPulse, the FP7 iCore, as well as the FP7 COSMOS projects. These projects deal with IoT and/or smart cities and have concrete results to share with VITAL. The above list of project is non-exhaustive and is likely to be enhanced during the project evolution.

5.2.10 Liaisons, Synergies and Collaboration with initiatives for Sustainable Smart Cities

VITAL will closely monitor developments carried out in the scope of initiatives that target the sustainable development of smart cities. Specific initiatives that will be monitored by VITAL include: (a) The SETIS (Strategic Energy Technology plan Information System) (http://setis.ec.europa.eu), (b) The International Council for Local Environmental Initiatives (ICLEI) (http://www.iclei.org), (c) The European Academy of the Urban Environment (http://www.eaue.de), (d) The "Cleaner and Better Transport in Cities" (CIVITAS) (http://www.civitas-initiative.org) and (e) The CONCERTO Initiative (http://www.concertoplus.eu). As part of its dissemination plan the project has appointed responsible project members (organizations) for monitoring, contacting and exchanging information with these initiatives. These representatives are listed in Table 7 below.

Initiative	Responsible VITAL Organization
SETIS (Strategic Energy Technology plan Information System) (http://setis.ec.europa.eu)	NUIG
International Council for Local Environmental Initiatives (ICLEI) (http://www.iclei.org)	REPLY
European Academy of the Urban Environment (http://www.eaue.de)	AIT
"Cleaner and Better Transport in Cities" (CIVITAS) (http://www.civitas-initiative.org)	INRIA
CONCERTO Initiative (http://www.concertoplus.eu)	SiLO

Table 7: VITAL organizations that will monitor development and activities of other smart cities initiatives

5.3 Online Dissemination Means

5.3.1 VITAL Website

The VITAL website is currently available at the following URL: http://www.vital-iot.com/. The partners are in the process of enriching the web site based on information and materials that are collected from all partners. At the same time, the partners will include the main project results (i.e. deliverables, publications, papers, events where the project has participated) in the web site. A snapshot of the home page of the web site is included in Figure 3.

Figure 3: VITAL Project Home Page

5.3.2 VITAL Demonstrator

Among the dissemination materials of the project will be a set of demonstrators of the capabilities of the VITAL platform. The design and development of these demonstrations is in progress as part of WP2 and WP6 of the project. Early practical demonstrators are expected to be available by the end of the first year of the project's lifetime. These demonstrators will be gradually enhanced in scope and functionality. VITAL will use these demonstrators as supporting materials in conferences, presentations and exhibitions.

5.3.3 Mailing List

VITAL has created several mailing lists which reflect messages to the e-mails of several project groups. These include the various WPs of the project, as well as a mailing list of the discussion of administrative, management and financial issues.

Furthermore, a general VITAL reflector (comprising all project members) is available. These mailing lists will serve as a vehicle for internal dissemination of project information.

Note that a customized mailing list (vital-project-all-bounces@lists.deri.org) has been implemented to broadcast the news and information related to the project to all stakeholders. The mailing list is used as well to communicate any other major update. Besides the mailing list, consortium partners are also invited to use their lists of business contacts as a channel for disseminating information about VITAL.

5.3.4 Direct Communication

The following persons have been identified for facilitating direct communication between VITAL and the various stakeholders.

Name	Role	Organisation	Email address
Manfred Hauswirth/ Gregor Schiele	Project Coordinator/ Project Manager	NUI Galway	manfred@manfredhauswirth.org gregor.schiele@deri.org
Maurizio Griva/ Roberta Caso	Dissemination Responsible	Santer Reply	m.griva@reply.it r.caso@reply.it

Table 8: Person facilitating direct communication between VITAL and various stakeholders

5.3.5 Anticipated Results

Online dissemination means are expected to play a significant role with regard to the dissemination needs of the project. The following results are anticipated from the exploitation of the online dissemination means:

- Create a common and uniform online presence for the project, cultivate authority and credibility;
- Provide a one-stop-shop on VITAL's advancements for any interested stakeholder in order for them to quickly and effectively locate the information they seek;
- Enable constant diffusion of material and regular updating with regard to project developments;
- Foster web communication and collaboration, enable information and knowledge sharing;
- Cultivate a sense of community;
- Reach out to diverse audiences;
- Monitor VITAL website traffic, keep track of the visitors' profile;
- Drive traffic to VITAL's social networks;
- Provide educational material and hands-on training experience.

5.4 Social Media

Recent studies have shown that the percentage of people who get involved with social utilities and technology is always increasing. At least 50% of Internet users like to be “content creators”, creating and sharing content through websites, blogs with original photos/videos or a mix of them merged into a new creation. [1]

Social Network Sites (SNSs) such as Twitter[2] or Facebook[3] are usually a cornerstone of such information space.
The popularity raise of SNSs was one of the quickest of all communication technologies since the beginning of the World Wide Web. In January 2014, 3 of the top websites[4] were SNSs (Facebook, YouTube and Twitter).
Sometime in the near future, the users/customers will prefer to look for products through social media rather than usual web searches.
Nowadays, individual websites do not embed features for mass communication mainly because popular social networks (e.g. Twitter, Facebook, LinkedIn, Xing, etc.) have attracted more and more audience.
VITAL will incorporate social media for its dissemination features and will adopt a strong presence in Web 2.0 platforms for Social Networking, Micro blogging, Videos Sharing, Photos Sharing, etc.

Social media will be largely used during the VITAL project to share news, project results and also other material related to the social Web 2.0 world, to create a bidirectional communication with such audience. A dedicated strategy about the management of the social media channels to be used for the project has been already designed and has been shown in this section.

Dissemination will be executed by VITAL consortium partners at a project level.
At research community level, it will involve communities of researchers, industry and practitioners, sharing information through viral social networking tools (e.g. Facebook, LinkedIn, Twitter, etc.). Both traditional channels and the new Web 2.0 strategy will be used to involve stakeholders, using a two-way conversation rather than “push” channels.

To make sure the right information reaches the correct audience, a “viral” approach will be used, using Social Media and Social Networking applications and/or tools. The right mix of the main communication channels (Facebook, Twitter, Linkedin, etc) will be used to improve project visibility, to inform project audience and highlight ongoing activities, share event dates or publications, for consultation and validation purposes (based on the involved peers/stakeholders, response urgency, content sensitivity and impact and permanency of the information).

[2] http://www.twitter.com

[3] http://www.facebook.com

[4] http://alexa.com

For these purposes, the social media strategy will use Web 2.0 resources as input material for the dissemination strategy, in order to successfully achieve its objectives. The main principles of this strategy are the following:

- VITAL public material will be uploaded to the respective social media as follows:
  - Videos will be uploaded to YouTube.
  - Presentations, Photographs and illustrations will be uploaded to the project's website and social media.
  - Announcements about the availability of the above mentioned material will be shared via Twitter, LinkedIn and Facebook
- Other project-related material coming from external sources will be disseminated through the VITAL Twitter, LinkedIn, YouTube and Facebook accounts for enhancing visibility and diffusing information to the followers of the VITAL social media accounts. This material will be retrieved either directly from external sources (commercial or academic websites, published documents, etc.), or through specific Web 2.0 queries using keywords related to VITAL's objectives.

The above-mentioned tasks will be executed on a weekly basis, for sustaining an intensive and active Web 2.0 presence. Based on the above, the VITAL social media strategy aims at:

- Sharing information produced by the project's members with other members and external entities;
- Announcing important events;
- Enhancing the project's visibility;
- Attracting new researchers and industry representatives to the VITAL community which can become members in the Specific Interest Groups;
- Transferring knowledge from external entities into the VITAL community by reproducing (cross-posting, retweeting, etc.) it via VITAL's social media accounts;

Regarding the aspects of social media's performance and impact monitoring, specific tools will be considered. For example, the consortium could consider utilizing tools such as Klout[5], Backtweets[6] and TwitterCounter[7] for measuring dissemination conducted via Twitter. Similar tools may be used for the other accounts to be utilized by the consortium.

5.4.1 Social Media Channels

The use of different tools and channels according to the need for dissemination and stakeholder involvement will differ based on the character of the dissemination material and on the specific objective. The tools and channels to be used are the following:

[5] http://klout.com

[6] http://backtweets.com

[7] http://twittercounter.com

- LinkedIn VITAL Group
  A LinkedIn group[8] will be used as the main discussion and validation mechanism between the community experts and other interested parties.
- Twitter VITAL Account
  A dedicated Twitter account[9] will be used as a news dissemination tool, particularly for breaking news, events announcements, and calls and as a means for enlarging the VITAL community. In case of a user following the VITAL twitter account, an automated message will be send to the follower, thanking him for the follow and encouraging him to visit the VITAL Website.
- Facebook VITAL page
  A Facebook page will be created[10] to help reach out and engage stakeholders during various phases of the project's activities. The Facebook page is expected to enlarge the scope of audiences by its engagement nature.
- YouTube VITAL channel
  A YouTube channel[11] will be used to deliver short videos on the main events of the project. YouTube will increase drastically VITAL's dissemination, as it is a popular video-sharing venue online that attracts millions of users daily. VITAL partners can also track viewer demographics (country, state, age, and gender), and data can be collected regarding the way the viewer found the video and information about the length of time the user browsed the Web site.
- VITAL RSS feed
  An RSS (Really Simple Syndication) feed will also be used through the VITAL website in order to ensure that all important information will at least be giving their data a minimum standard of integrity and compatibility in relation to other systems of classification and data entry.

In order to populate the various social media with valuable external information, a list of hash tags and keywords of VITAL's interest has been created, based on which searches will be performed.

Amongst others, the list includes the following hash tags: "#SmartCities", "#internetofthings", "#IoT", "#InternetOfEverything" and keywords such as "smart cities", "Internet of Things", "IoT deployments", "interoperability", "federated middleware". Moreover, the VITAL website will adopt a Web 2.0 oriented approach, encouraging visitors to join VITAL's various social networks or to share its content in such networks.

In general, the VITAL dissemination strategy will not have a portal-centric approach, but will reach out for discussions happening in blogs and other Web 2.0 media.

[8] http://www.linkedin.com/groups/VITAL-future-Smart-City-interaction-6634522

[9] http://twitter.com/VITALfp7

[10] TBD

[11] TBD

Instrument/ Mechanism	Objective	Target Group
LinkedIn	Promoting relevant VITAL news as well as creating a discussion group.	All Stakeholders/ General Public
twitter	Promoting VITAL developments, events and other activities, and sharing valuable links with other twitter users. The VITAL Twitter account will assist to identify, listen to and connect to relevant audiences.	All Stakeholders/ General Public
facebook	Information exchange for stakeholders on the VITAL results and developments.	All Stakeholders/ General Public
YouTube	Promote and present events, ideas, applications and innovations, training sessions.	All Stakeholders/ General Public
Rss	Syndication, picks up VITAL content and spreads it throughout the internet where it can be found by anyone looking for that information.	All Stakeholders/ General Public

Table 9: Social Network Dissemination

5.4.2 Anticipated Results

Social media use has important impact over a wide range of areas of the economy and society at large. The social media strategy is expected to allow VITAL to identify new research trends (through the direct interaction with other users and through monitoring of similar posts), redefining traditional enterprise roles, and creating new business economic models. The results of the specific dissemination effort will bring a new networking experience to end users, integrating smoother, more flexible, and more dependable communication into daily research life.
Dissemination of VITAL's results will take place to the widest possible audience in the EU in business, scientific and administrative level – i.e. research organisations, industry and major vendors, large (public) organisations, NGOs, etc. that participate in social networks. The following results are expected from the designed social media dissemination strategy:

- Improve partner and prospect relationships;
- Build VITAL awareness, visibility, authority and credibility;
- Drive traffic to VITAL portal;
- Ability to obtain insight into targeted niche research fields;
- Conduct inexpensive yet effective VITAL research by exploring social media content and current trends that may prove useful for the project;
- Improve search engine rankings through link building;
- Find and attract targeted researchers, Industries and SMEs;
- Monitor reputation - what people are saying about VITAL;
- Share information used to educate prospects;
- Get more referrals in order for VITAL's results to reach wider communities through the various social media supporters of the project;
- Introduce a new vehicle to post public relations, events and articles;

- Leverage unique characteristics of emerging channels;
- Reach diverse audiences;
- Facilitate interactive communication and community.

In comparison to the conventional media, social media may elicit increased penetration impact as also expected from the VITAL social media dissemination strategy:

- Lower dissemination cost is anticipated because social media are generally cheaper than conventional media;
- Social media are not limited to publishing or accessing information within local scale; its scope is really wide and boundless;
- Social media are considered as the most user-friendly among all other media in terms of both publishing and sharing information;
- Social media are the fastest way to convey and receive information globally;
- Social media provide easiest access to modify information and make it even better.

5.5 Liaison Activities

As specified in D1.1 Project Handbook, co-ordination and liaison with external parties is carried out and planned by the Project Coordinator and the Liaison delegates, which are listed in Table 10.

5.5.1 Anticipated Results

Liaison activities to be carried out within the project are expected to generate the following specific results:

- Maximize project visibility towards interested stakeholders which are already active in the field
- Gain insight of developments in relevant domains and exploit them within VITAL
- Gain experts' feedback on specific issues raised in the VITAL discussion forum and events
- Design common research paths for common problems, exchange expertise
- Produce joint dissemination
- Cultivate a sense of community
- Investigate possibilities for future collaborations and research

Organisation	Web site of targeted Relation	Liaison Delegates	Objective of liaison
IERC European Research Cluster on the Internet of Things	http://www.internet-of-things-research.eu/	John Soldatos / Manfred Hauswirth	Dissemination / Standardization / Working Groups Participation
FIA Future Internet Assembly	http://www.future-internet.eu	Manfred Hauswirth/ Gregor Schiele	Dissemination / Working Groups Participation
The Internet of Things Council	http://www.theinternetofthings.eu/	John Soldatos	Dissemination / Working Groups Participation
W3C SSN-CG Community Group	http://www.w3.org/community/ssn-cg/	Manfred Hauswirth	Standardization / Scientific Contributions
W3C RDF Stream Processing Comm. Group (RSP-CG)	http://www.w3.org/community/rsp/	Manfred Hauswirth	Standardization / Scientific Contributions
GS1 Association (Greece)	http://www.gs1greece.org/	John Soldatos	Standardization / Experience Sharing
GS1 France	http://www.gs1.fr	Nathalie Mitton	Standardization / Experience Sharing

Table 10: Liasons' Delegates

6 OVERVIEW OF DISSEMINATION ACHIEVEMENTS AND PLANNING FOR FUTURE DISSEMINATION ACTIVITIES

6.1 Dissemination Achievements

Following paragraphs list the dissemination achievements during the first six-months of the project.

6.1.1 Publications

The following paper has been already published on the basis of VITAL work:

- Roudy Dagher, Nathalie Mitton, Ibrahim Amadou, «Towards WSN-aided Navigation for Vehicles in Smart Cities: An Application Case Study», 1st International IEEE Percom Workshop on Pervasive Systems for Smart Cities (PerCity 2014) (2014).

Furthermore, the VITAL consortium has submitted the following paper:

- Gregor Schiele, John Soldatos, Paul Lefrere, Nathalie Mitton, Kahina Hamadache, Manfred Hauswirth 'Towards Interoperable IoT Deployments in Smart Cities', submitted for publication to the European Conference on Networks and Communications EuCNC, Bologna, Italy, June 23-26, 2014 (EuCNC 2014).

6.1.2 Participation in IERC Meetings

VITAL has participated in two IERC Meetings since the project start, in particular:

- In the IERC meeting in Zurich, September 15th, 2013.
- In the IERC meeting in Brussels, January 24th, 2014.

6.1.3 Organization of (VITAL supported) Workshops

6.1.3.1 PerCom 2014

The VITAL project is co-organising the first International IEEE Workshop on Pervasive Systems for Smart Cities (PerCity). PerCity will take place in Budapest, Hungary on March 24, 2014 in conjunction with the 12th IEEE International Conference on Pervasive Computing and Communications (PerCom 2014). PerCom is one of the premiere venues for pervasive computing research since more than a decade, ensuring international visibility for Smart City research and VITAL, including the US and Asian communities. This is the first time the topic of Smart Cities will be represented at PerCom with a workshop fully dedicated to it. The workshop will include 5 presentations on Smart City systems and applications, a keynote speech held by Manuel Serrano from ETRA I+D, and a general discussion round about the

past, present and future of Smart City research. VITAL will be represented by NUI Galway. We are planning to continue this workshop in the following year.

6.1.3.2 SWANSITY 2014

VITAL (through partner INRIA) is organizing the Self Organizing Wireless Access Networks for Smart City (SWANSITY) workshop (see: https://sites.google.com/site/swansity2014/), which is co-located with the IEEE SECON conference. The objectives of the workshop are twofold:

- The first objective is to investigate how the concept of Self-Organizing Networks (SON) can be applied to the Smart-Cities paradigm in order to: (i) rapidly deploy, extend, and manage the network connectivity, (ii) deploy new services, (iii) reduce the CAPital and OPerating EXpenditures (CAPEX and OPEX).
- The second objective is to investigate the full potential of end users devices in the context of a pervasive network access scenario. Traditionally, these devices have been considered the "leaf" node of the network infrastructure (i.e. the traffic source/destination). However, their increasing processing power and communication capabilities may also suggest novel paradigms of ubiquitous computing.

VITAL is planning submission of papers to this workshop, while it intends to exploit it for presenting and VITAL paradigm and soliciting participants' feedback.

6.1.4 Co-organization of a Pre-FIA Workshop

VITAL is co-organizing one of the pre-FIA workshops planned for FIA Athens 2014. The workshop is titled: "IoT as a proponent of new Business Models and Social Engagement in Smart Cities (SC)" and co-organized with other FP7 IoT/Smart Cities projects (namely VITAL, RERUM, CityPulse, COSMOS). Leveraging the expertise of four FP7 projects the workshop will cover the topics:

- IoT as enabler of new business opportunities in SCs.
- The role of SC stakeholders in the development of a successful business ecosystem.
- The role of communities and social media/networks in IoT applications.
- Incentives and barriers for citizens' engagement in SCs.

VITAL will participate in the speeches and the panels discussions. The project will be represented by AIT.

6.1.5 Presentation of the Project in an International (outside Europe) Event, Seoul, Korea

VITAL has been already presented in an international event (outside Europe) based on the following talk:

- «Linked Data Technologies for the Internet of Things», Joint Korea-EU-Workshop, September30-October 01, Seoul, South Korea, 2013.

The talk / presentation was delivered by Gregor Schiele from NUI Galway.

6.2 Planning of Future Dissemination Activities

6.2.1 Planning for Publications

The consortium has to publish a minimum of eight journal and twelve conference publications. Table 11 illustrates their spreading in time, along with responsible partners.

Year	Journal Publications	Conference Publications	Expected Contributors / Lead Partners
2014	1	2	• NUIG (1 Journal Publication, 1 Conference Publication) • INRIA (1 Conference Publication)
2015	3	5	• NUIG (1 Journal Publication, 2 Conference Publications) • INRIA (1 Journal Publication, 2 Conference Publications) • AIT (1 Journal Publication, 1 Conference Publication) • ITU (1 Conference Publication)
2016	4	5	• NUIG (1 Journal Publication, 2 Conference Publications) • INRIA (1 Journal Publication, 2 Conference Publications) • AIT (2 Journal Publications) • ITU (1 Conference Publication)

Table 11: Planning of VITAL Publications

Publications will be led by the academic partners of the consortium. Representatives from other partners (e.g., industrials) may also participate as co-authors. Note also that the above-listed publications may also target open source journals and magazines.

6.2.2 Planning for Conferences and Workshops

VITAL will participate in at least one major EC-organized conference per year (such as FIA, ICT etc.). In the scope of these conferences it will also participate in the exhibition part, in order to showcase the VITAL demonstrators. The project will also participate in all meetings organized by the IERC cluster, including meetings and workshops of the activity chains / working groups where VITAL will participate.

VITAL will participate in conferences and exhibitions related to smart cities, e.g. the Smart Cities Expo (http://www.smartcityexpo.com/), held annually in Barcelona, Spain.

VITAL will organize two workshops with stakeholders at later stages of the project, namely:

- One workshop during the second year of the project's lifetime (2014-2015), aiming at the presentation of the project's results (VITAL platform, architecture, applications) and the reception of feedback from stakeholders.
- Another workshop during the third year of the project's lifetime (2015-2016) aiming at the validation and evaluation of the project's results based on the participation of stakeholders.

6.2.3 Planning for Presentations

VITAL will be presented in the scope of the conferences and workshops mentioned in the previous paragraph. At the same time, all partners will endeavour to present VITAL in at least one national-scope event in their countries/territories, where they will also receive feedback from stakeholders (at national level). As already outlined, a presentation of the project has already been given as part of the Joint Korea-EU-Workshop, held in September 2013.

6.2.4 Planning for Dissemination in Istanbul and London

The representatives of the cities of Istanbul (IMM) and London (Camden/CTU) will organize dissemination activities for audiences within their cities. In particular:

- An end-users workshop will be organized in May 2014 (in London), in order to discuss use cases and scenarios that could be supported/implemented based on the VITAL platform.

- Each of the cities (IMM, Camden) will organize two workshops with stakeholders in 2015/2016 in order to raise awareness about the project's results (including the implemented use cases), but also to solicit stakeholder's feedback.

The cities will attempt to reach several communities and engage them in the workshops. Table 12 reviews the information about workshops.

Workshop No.	Tentative Date	Organizer	Communities to be involved
1	March 2014	IMAGES/CTU	City Authorities, Businesses, Citizens
2	March 2015	ITU/IMM	City Authorities, Citizens
3	May 2015	IMAGES/CTU	City Authorities, Citizens
4	December 2015	ITU/IMM	City Authorities, Businesses, Citizens
5	May 2016	IMAGES/CTU	City Authorities, Businesses, Citizens

Table 12: Planning of Workshops to be organized by the smart cities of the VITAL Consortium

6.2.5 Planning for Newsletters

As already outlined, the project will publish four newsletter issues after the first six months of the project. These newsletter issues will be almost equally spread across the rest of the project's lifetime, yet they will usually follow critical milestones of the project.

6.2.6 Planning for Press Releases

As already outlined, press releases will be produced during critical moments / milestones of the project:

- The release of the VITAL platform architecture;
- The integration of a working version of the VITAL platform and the release of open source results of the project;
- The completion of working VITAL deployments / systems in the smart cities of the consortium;
- The conclusion of the project.

An initial press release has been already produced following the commencement of the project.

6.2.7 Dissemination Materials Update

During the evolution of the project the partners will continually update some of the dissemination materials and information, notably presentations, deliverables/papers, but also leaflets and the web site of the project.

7 CONCLUSIONS

This deliverable has outlined the dissemination strategy of the project, through identifying the main groups that should targeted in the scope of the VITAL dissemination activities, along with the activities that are most appropriate for addressing the identified groups. Furthermore, the deliverable has provided a plan for the main dissemination activities to be undertaken by the project during its lifetime. These activities include publications in journal and conferences, participation in EU events and clustering mechanisms (notably in the IERC cluster), organization of workshops, dissemination/outreach to the communities within the smart cities of the consortium, liaison with other smart cities activities and more. These activities will be supported by a wide range of dissemination materials (e.g., factsheets, presentations, newsletters, white papers, flash studies) and electric dissemination channels (including a web site, project demonstrations, project videos and popular social media).

In addition to listing the envisaged dissemination activities, this deliverable has strived to quantify the various activities in order also to enable the tracking of their progress. Furthermore, for most of the activities responsible partners have been identified, along with the main groups that should be targeted by them. Also, the dissemination materials that will be used have been also specified.

In line with the dissemination planning and directions set out in this document the project has started to implement the dissemination plan. During the first six months of the project, VITAL has already published papers, organized workshops, participated and contributed in IERC activities and produced several dissemination materials. These activities provide evidence that the project is on the right track in terms of the implementation of its dissemination plans. Note however that a detailed reporting of the dissemination activities and achievements of the project will be performed in subsequent deliverables of WP7, notably deliverables that are devoted to the reporting of dissemination activities. These deliverables will be released periodically (annually) and will also contain any revisions / updated to the dissemination planning that has been presented in this deliverable.

8 REFERENCES

[1] Lenhart, M. Madden, P. Hitlin: Teens and technology: Pew Internet and American Life Project. Online publication, available at: http://pewinternet.org/pdfs/PIP_Teens_Tech_July2005web.pdf, 2005.

ANNEX I: WP7 ACTIVITIES TEMPLATES

Dissemination Activities Planning Template – Events & Liaison Activities

Date	City/ Country	Event Name	Type of Event	Dissemination Potential	Title of Contribution	Deadline	Type of Audience	Size of Audience	Countries Addressed	Status	URL	Organiser	Partners Participating	Reported by	Comments

Dissemination Activities Planning Template – Publications

Publication Title (Title of Journal, Report, Newspaper, etc.)	Type (Journal, Whitepaper, Report, Other (Please Specify))	Deadline	Title of Contribution (if Decided)	Partners Contributing	URL	Deadline	Status if Submitted (Invited, Accepted, Review pending, Rejected, Other (Please Specify))	Reported by

WP7 Activities Reporting Templates

Presence in International Events

The template «Presence in International Events» aims at reporting on the participation and presentation of the project in international events. It will be also used for reporting on events organised by the VITAL consortium partners.

Type	Participation in Trade Fair / Exhibition / Conference / Workshop / Summit /etc. Organisation of Trade Fair / Exhibition / Conference / Workshop / Summit /etc.
Event Name	The name of the event where this presentation took place
Venue	The location that the event took place
Date	The date that the event took place
Event objectives	
Size of audience (approx.)	
Dissemination Level	International, National/Regional/Local
URL	Provide a relevant URL, if one exists
Description of activity	(~10 lines)
Title	The title of the presentation
Presenter	The name of the presenter
Other Partners Involved	In case your organisation collaborated with other VITAL partners for this activity you should indicate that here.
Type of Audience	Select one or more of the following: 1. Enterprises and other beneficiaries 2. Academia and Research 3. Industry 4. Public Administration 5. IERC Cluster 6. FIA / NESSI, etc. (please specify which one) 7. Other (please specify)
Size of audience (approx.)	
Dissemination Level	International, National/Regional/Local
Hash tags for Social Media Dissemination	#hashtag1 #hashtag2 #hashtag3
URL	Provide a relevant URL for the event (with the link to the presentation, if one exists)
Relevant Resources	Attachments such as: (please indicate filenames or URLs) • Photos • Agenda (preferably in MS Word format) • YouTube Videos • Other

Publications

The template «Publications» aims at reporting all publications related to VITAL, ranging from scientific publications, to whitepapers and articles in newspapers, magazines, corporate press, etc.

Full citation	The full citation of the publication (Article name, Authors, Publication Name, Editors, Date, pages, etc.)
Responsible	The person who was responsible for the publication, typically the first author.
Partners Involved	The name of the VITAL partners involved in this paper
Hash tags for Social Media Dissemination	#hashtag1 #hashtag2 #hashtag3
Dissemination Level	International, National/Regional/Local
Type of Audience	Select one or more of the following: 1. Enterprises and other beneficiaries 2. Academia and Research 3. Industry 4. Public Administration 5. IERC Cluster 6. FIA / NESSI, etc. (please specify which one) 7. Other (please specify)
URL	Provide a relevant URL, if one exists
Attachment	The final (camera ready) version of the publication e.g. in .pdf or .doc

Standardisation Activities

The template «Standardisation activities» aims at reporting on any standardisation related activities conducted by the project.

Type of Activity	Standard proposal/ Standard Update/ Working Group Formation/etc.
Description of activity	(~ 5 lines)
Title	The title of the activity (if applicable)
Standardisation Boy	
Responsible	The name of the person and partner responsible.
Other Partners Involved	In case your organisation collaborated with other VITAL partners for this activity you should indicate that here.
Date	The date that this activity took place
Type of Audience	Select one or more of the following: 1. Enterprises and other beneficiaries 2. Academia and Research 3. Industry 4. Public Administration 5. IERC Cluster 6. FIA / NESSI, etc. (please specify which one) 7. Other (please specify)
Standardisation Level	International, National/Regional/Local
URL	Provide a relevant URL, if one exists
Other info	If you think more info are needed please provide it here
Related Material	Attachments such as: (please indicate filenames or URLs) • Documents • Other

Other Activities

The template «Other activities» aims at reporting on interviews, face to face meetings, and any other activities that do not belong in the previous categories.

Type of activity	
Description of activity	(~ 5 lines)
Title	The title of the activity (if applicable)
Event/Action Info	If you were participating a session/workshop of a bigger event (e.g. a big conference etc), then provide info about this event here. Please provide: name, dates, URL, etc. If the activity is not part of a bigger event note “N/A”.
Responsible	The name of the person and partner responsible.
Other Partners Involved	In case your organisation collaborated with other ENSEMBLE partners for this activity you should indicate that here.
Venue	The location that this activity took place
Date	The date that this activity took place
Type of Audience	Select one or more of the following: 1. Enterprises and other beneficiaries 2. Academia and Research 3. Industry 4. Public Administration 5. IERC Cluster 6. FIA / NESSI , etc. (please specify which one) 7. Other (please specify)
Size of audience (approx.)	
Dissemination Level	International, National/Regional/Local
URL	Provide a relevant URL, if one exists
Other info	If you think more info are needed pls provide it here
Related Material	Attachments such as: (please indicate filenames or URLs) • Photos • Agenda (preferably in MS Word format) • YouTube Videos • Other

