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ICT PPP

Future Internet



**The Environmental Observation Web and its Service
Applications within the Future Internet**

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Collaborative project

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| Contributors | Jorge López (ATOS), Antonio Oliván (ATOS), Milon Gupta (EURES), Sven Schade (JRC), Jose Lorenzo (ATOS) |
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1 Abbreviations and acronyms

| Abbreviation / Acronym | Description |
|------------------------|---|
| CA | Consortium Agreement |
| DOW | Description of Work |
| DWG | Dissemination Work Group |
| EC | European Commission |
| ENVIROFI | The Environmental Observation Web and its Service Applications within the Future Internet |
| EU | European Union |
| FI | Future Internet |
| FIA | Future Internet Assembly |
| FI-PPP | Future Internet Public-Private Partnership |
| FP7 | 7th Framework Programme |
| GA | Grant Agreement |
| ICT | Information and Communication Technologies |
| R&D | Research & Development |
| RSS | Really Simply Syndication |
| SME | Small Medium Enterprises |
| WP | Work Package |

Table 1. Abbreviations and Acronyms

2 Executive Summary

This document provides a guideline for all dissemination activities carried out by ENVIROFI, with a primary objective to support sustainable uptake of project results by user communities and to receive feedback and validation on ENVIROFI activities and directions.

The scope of the dissemination plan is defined in the Annex I to the Project Contract 'Description of Work' as follows:

The primary objective of dissemination activities is to create awareness for ENVIROFI's results and support a sustainable uptake of these results by user communities and to receive feedback and validation on ENVIROFI activities and directions. To achieve this, the project shall identify target user groups and implement measures to reach them in the most effective way. In doing this, the consortium shall take into account the cross-domain nature of the project at the intersection of the environmental domain and the Future Internet area. The project aims to perform its dissemination activities in close cooperation with major players from both domains. In this respect, ENVIROFI shall particularly focus on a close coordination of its dissemination activities with the other FI-PPP projects via its participation in the relevant FI-PPP boards organised by CONCORD, which is the Programme Facilitation and Support project.

Other objectives of the dissemination activities of ENVIROFI are:

- To demonstrate the project concept to key stakeholders at European level.
- To manage the attendance to relevant conferences and the production of publications, in order to attain maximum effectiveness and respecting confidentiality conditions as well as the exploitation agreements and strategies of the consortium.
- To pave the way for exploitation of project results.

As such, this initial version of this document provides a strategy outline for creating awareness on ENVIROFI among its targeted stakeholder groups.

At the end of the project (M24) this document will be reviewed and updated with the results of the work carried out and it will provide conclusions on the impact of the activities reported.

3 Approach

3.1 Objectives

The primary objective of ENVIROFI's dissemination activities is to communicate project requirements and results to the identified target audiences. The particular nature of the project as an approach to integrate environmental data across domains is a challenge as well as an opportunity to strengthen the link between different domains and create a new generation of services.

Other objectives of the dissemination activities of ENVIROFI are:

- to demonstrate the project concept to key stakeholders,
- to participate in relevant conferences and workshops,
- to produce suitable on- and offline publications,
- to pave the way for exploitation of project results.

3.2 Target Audiences

In order to create maximum impact and efficiently use the dissemination budget, ENVIROFI will focus on activities aimed at the project's primary target audiences.

Primary target audiences include:

- Public and private institutions performing regulatory functions, monitoring tasks or services in the environmental area
- Companies, especially SMEs, performing environmental services or offering environmental products.
- The environmental research community and the ICT for environment community in particular.
- The Future Internet research community

Measures for the primary target audiences will have a high share of overall dissemination activities and will particularly include interactive and personal dissemination channels like, e.g., conferences and workshops.

For secondary target audiences, dissemination activities will mostly be printed and electronic publications.

Secondary target audiences include:

- Policy makers in the environmental sector
- The media, particularly the trade press in the environmental and the ICT sector
- Interested citizens and the wider public

Further fine-tuning of the target audience definitions and a review of these definitions will be done regularly.

3.3 Coordination with FI-PPP Support Action and Other FI-PPP Projects

In addition to the project's own specific dissemination efforts, ENVIROFI will support the FI-PPP programme-level dissemination participating in the Dissemination Work Group set for this purpose. The Dissemination Work Group (DWG) is comprised by the core team of CONCORD partners and one representative from each of the FI-PPP projects. Its main objective is to align the dissemination strategies and activities of all FI-PPP projects to achieve a broad diffusion of information and uptake of platforms

and tools.

The DWG constitutes the space where programme-level dissemination strategies will be discussed and the key areas for optimization of results through the coordination of efforts identified. In addition, the WG provides a service function to individual projects, providing group-based advice and best practice examples for their specific dissemination needs.

In particular, ENVIROFI will provide collaboration to the DWG's activities through:

- participation in the periodic audio conferences
- ensuring that ENVIROFI's dissemination needs are effectively represented in the DWG's actions
- provision of updated material and contents to the CONCORD newsletter and web site
- identification of opportunities of ENVIROFI's dissemination actions for programme-level cooperation.

3.4 Planning and Execution Processes

The execution and organisation of dissemination activities will be reviewed throughout the lifetime of the project on a regular basis in the framework of the WP7 meetings (either in physical meetings or video/audio conferences). Procedures of internal meetings are defined in the Quality Plan and Project Handbook (D8.2).

3.5 Quality Management

ENVIROFI will put in place quality management procedures for its dissemination activities, which are in line with the Grant Agreement (GA) and the Consortium Agreement (CA). Where specific procedures are not described in this document, the general quality management regulations as defined in the CA will be applied.

3.5.1 Approval procedures for publications and presentations

Dissemination activities including but not restricted to publications and presentations shall be governed by Article II.30 of the GA and Article 8.3 of the CA.

The governance of dissemination is defined in the GA as follows:

At least 45 days prior notice of any dissemination activity shall be given to the other partners concerned, including sufficient information concerning the planned dissemination activity and the data envisaged to be disseminated.

Following notification, any of those partners may object within 30 days of the notification to the envisaged dissemination activity if it considers that its legitimate interests in relation to its foreground or background could suffer harm. In such cases, the dissemination activity may not take place unless appropriate steps are taken to safeguard these legitimate interests. The partner objecting to a publication shall include a precise request for necessary modifications.

Any objection to the planned publication shall be made in writing to the Coordinator and to any partner concerned within 30 days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

An objection is justified if:

- a) the objecting Party's legitimate academic or commercial interests are compromised by the publication; or
- b) the protection of the objecting Party's Foreground or Background is adversely affected.

If an objection has been raised the involved partners shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate actions are performed following the discussion.

3.5.2 Standard Acknowledgement and Disclaimer

All publications or any other dissemination relating to foreground shall include the following statement to indicate that said foreground was generated with financial support from the EU:

The research leading to these results has received funding from the European Community's Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 284898.

Open documents published by the ENVIROFI consortium such as public deliverables and scientific publications should also include the following statement:

STATEMENT FOR OPEN DOCUMENTS

(c) [Year of Publication] ENVIROFI Consortium

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3.5.3 Evaluation of Effectiveness and Impact

As part of the project's quality management, ENVIROFI will regularly perform evaluations of effectiveness and impact of dissemination activities.

Within Task 7.2 the project will define measurable criteria for evaluating the efficiency and effectiveness of the dissemination activities in regard to their impact. These will both be quantitative data, like number of website visitors, participants in workshop sessions, presence at key conferences, external workshops and R&D focused media or number of peer-reviewed publications, as well as qualitative data, e.g. based on interviews and written/verbal feedback by individuals from primary or secondary target audiences.

4 Dissemination Activities

The following sub-sections identify the action items scheduled and will describe the identified means of communication to be deployed for dissemination and community building aspects in support of the long term exploitation objectives.

The relationship between any dissemination activity in this section and identified stakeholder communities and target audiences from the previous section shall be assessed following the evaluation criteria defined in section 4.6 evaluation of effectiveness and impact

4.1 Visual Identity Guideline

The visual identity supports the partners to communicate more effectively to the project target audience.

The main element of the graphical identity is the logotype. Also templates for presentations and slides have been designed for this purpose.

4.1.1 Logo

A project logo has been designed to boost the visual identity of the project. The ENVIROFI logo will be included in all the dissemination products such as the deliverables, project website, posters, brochures, presentations, papers, etc.



Figure 1. ENVIROFI logo

The ENVIROFI project has prepared templates to be used by partners in the preparation of public papers and in all the events and meetings where ENVIROFI's results and activities are presented.

The template for presentations was adapted from the one provided by the CONCORD project with references to the ENVIROFI project. All the templates can be found in the ALFRESCO project repository.

4.2 Online Activities

4.2.1 Project Website

A public project website was set up during the preparation of the ENVIROFI proposal and will be updated on a regular basis during the project lifetime. The web address is: <http://www.envirofi.eu>

The website is meant to act as the online business card of the project, allowing a word wide promotion of the project and summarising the project situation and results during the entire project duration. The ENVIROFI website provides access to the following key information in a concise and appealing manner:

- Description of project objectives, partners and funding
- Access to public project documents and results
- Announcements on project activities
- Links to other relevant activities and information sources

4.2.2 RSS Newsfeed and Newsletter

As part of its web-based dissemination activities, the project will set up an RSS newsfeed based on news items published on the public project website. This newsfeed could be used, for example, on the FI-PPP website to provide aggregated news from ENVIROFI and other FI-PPP projects – this needs to be discussed and agreed with CONCORD.

Based on the news items published via the ENVIROFI website and on important event dates, the project will regularly publish a quarterly electronic newsletter starting from the third quarter of 2011.

4.2.3 Twitter

The Consortium has set up a Twitter account in order disseminate the project results by using one of the most relevant social networks nowadays:

<http://twitter.com/ENVIROFI>

4.3 General Publications and Event Material

Promotional material, such as flyers, posters and multimedia material will be produced to disseminate the project results. This material shall follow the corporate identity. All the material produced will be reported in the final version of the dissemination plan under the form of each event (see section 5.5 and annex 1).

4.3.1 Project Flyer

ENVIROFI will produce a project flyer, which will summarise the purpose, the research work and the envisaged impact of the project in a style that is also understandable for the interested public.

The flyer will be distributed at major conferences and workshops to the target audiences mentioned above.

Size and number of required copies will yet be discussed in Task 7.2. The publication of a first version of the flyer is planned for the first months of the project. Additional versions will be considered along project life.

4.3.2 Press Releases

The project will write and send out press releases when appropriate.

Targeted media to be included are local, national and European newspapers, magazines as well as radio and TV broadcasters. Press releases will contain project related information, news and results in a style suitable for the general public.

4.3.3 Project Posters

Two posters have already been designed for the INSPIRE 2011 Conference. The first version of the poster has the purpose to catch the eye of the audience and the second version provides technical content. Additional posters will be produced during the lifetime of the project if necessary.



Figure 2. Eye-catcher poster

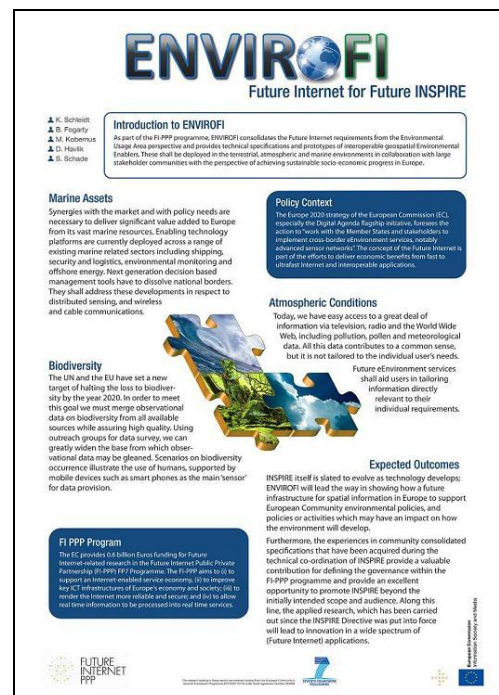


Figure 3. Technical poster

4.4 Papers and Magazine Articles

The Consortium will maintain a list of planned, accepted and submitted publications, including scientific papers, magazine articles and other publications. This list will be kept on the ENVIRO web page and it will be regularly updated.

So far, the following publications have been published:

| Publications published | |
|------------------------|---|
| 01 | Denis Havlik, Sven Schade, Zoheir A. Sabeur, Paolo Mazzetti, Kym Watson, Arne J. Berre, and Jose Lorenzo Mon, 2011, From Sensor to Observation Web with Environmental Enablers in the Future Internet, <i>Sensors</i> 2011, 11(4), 3874-3907. |
| 02 | K. Schleidt, B. Fogarty, M. Kobernus, D. Havlik and S. Schade (2011, accepted). ENVIROFI: Future Internet for Future INSPIRE. INSPIRE Conference 2011, Edinburgh, Scotland. |
| 03 | S. Schade, B. Fogarty, M. Kobernus, K. Schleidt, P. Gaughan, P. Mazzetti and A. Berre (2011, accepted). Environmental Information Systems on the Internet - A Need for Change. ISESS 2011, Brno, Czech Republic. |
| 04 | D. Roman, S. Schade and A. Berre (2011, accepted). <i>An Open Environmental Platform: Top-Level Components and Relevant Standards</i> . ISESS 2011, Brno, Czech Republic. |
| 05 | S. Schade, P. Mazzetti, Z. Sabeur, D. Havlik, T. Usländer, A. Berre, and J. Mon (2011). Towards a Multi-Style Service-Oriented Architecture for Earth Observations. EGU General Assembly 2011, Vienna, Austria. |

Table 2. Publications published

The consortium has also identified several magazines and journals of interest that shall be targeted for publication of project results, including:

| Targeted magazines and journals | |
|---------------------------------|--|
| 01 | Computers, Environment and Urban Systems (Elsevier) |
| 02 | Earth & Planetary Science (Elsevier) |
| 03 | Ecological modelling (Elsevier) |
| 04 | International Journal of Distributed Sensor Networks (Taylor & Francis) |
| 05 | International Journal of Sensor Networks (IJSNet) (Inder Science Publishers) |
| 06 | Lecture Notes in Computer Science (Springer) |
| 07 | Mathematical and Computer Modelling (Elsevier) |
| 08 | Science for Environment Policy: a free service from the European Commission |
| 09 | Sensors Journal |
| 10 | International Journal of Digital Earth (Taylor and Francis) |
| 11 | International Journal of Spatial Data infrastructure Research (EC-JRC) |
| 12 | Environmental Modelling and Software (Elsevier) |
| 13 | Marine Technology Reporter (Sea Discovery) |
| 14 | Technology Ireland (enterprise-ireland) |

| Targeted magazines and journals | |
|---------------------------------|--|
| 15 | Journal of Oceanography and Marine Science (academic journals) |
| 16 | Knowledge Ireland |
| 17 | The Engineers Journal (Engineers Ireland) |
| 18 | Harmful Algal News (IOC UNESCO) |
| 19 | Aquaculture Europe magazine (European Aquaculture Society) |
| 20 | Deep Sea Research (elsevier) |
| 21 | Estuarine and Coastal Science |

Table 3. Targeted magazines and journals

4.5 Workshops and Events

The partners will participate in relevant workshops and events during the project duration. The events will be in the environmental, geospatial, Earth observation, ICT and semantic web and Internet of Things domains, with an initial focus to raise awareness about the project and to draw attention towards the project work and results.

It must be noted that the emphasis for participation in events shall be on quality, not quantity; the justification should always follow the rule that the activity either helps to build required understanding in support of the work of ENVIROFI or to facilitate the networking of stakeholder communities and thus raise awareness about and interest in the results of ENVIROFI.

4.5.1 Project Workshops

Three Community Consultation workshops have been planned by the consortium for months 6, 14 and 24 of the Project. These workshops will facilitate interactions with the ENVIROFI stakeholder communities and will collect feedback on the Future Internet requirements from the environmental usage area, specifications of environmental enablers, and the development of the project conceptual prototypes.

4.5.2 External events

The Consortium identified a list of events considered for the ENVIROFI related dissemination activities. Such list was collected in the DoW and has been updated with the events up to M24.

4.5.2.1 Attended events

As of today (M3), the Consortium has attended the following events:

| | |
|---|---|
| Event | |
| - Future Internet Assembly (FIA) 2011 | |
| URL Link | Location, Date |
| - http://www.fi-budapest.eu/index.php?menu=9 | - May 18 th -19 th , 2011, Budapest |
| Partner participant | Link to Publications / Presentation |
| - ATOS, SINTEF, AIT | |
| Short Event Description | |
| <ul style="list-style-type: none"> - The European Future Internet Assembly (FIA), is a collaboration between projects that have recognised the need to strengthen European activities on the Future Internet to maintain European competitiveness in the global marketplace. - FIA is open to all researchers engaged in Future Internet research (be they at EU or not) to contribute and participate towards FIA's goals. | |
| Relevance to ENVIROFI (e.g. Expected Impact Level, Targeted User Groups, ...) | |
| <ul style="list-style-type: none"> - Discussions at FI-PPP programme-level took place. Members from all FI-PPP programme projects attended. - Informal contact with the Dissemination Work Group was established. Members from all usage areas attended and FI-PPP programme-level dissemination strategies were discussed. | |

Table 4. Attended event: FIA (2011)

| | |
|--|---|
| Event | |
| - Irish Future Internet Forum (IFIF) 2011 | |
| URL Link | Location, Date |
| - http://www.futureinternet.ie/FutureInternet11/index.php | - June 1 ST , Kilkenny (Ireland) |
| Partner participant | Link to Publications / Presentation |
| - Marine Institute | |
| Short Event Description | |
| <ul style="list-style-type: none"> - This conference supports knowledge sharing between Irish policy makers, funding agencies, industrial players and academic researchers. In doing so, this Forum addresses the challenges and, more importantly, the opportunities associated with the emerging Future Internet. | |
| Relevance to ENVIROFI (e.g. Expected Impact Level, Targeted User Groups, ...) | |
| <ul style="list-style-type: none"> - Key note speakers from around the globe provided their insights into the Future Internet. | |

Table 5. Attended event: IFIF (2011)

| | |
|---|---|
| Event | |
| - The 2nd European Summit on the Future Internet | |
| URL Link | Location, Date |
| - http://www.future-internet.uni.lu/ | - June 6 th – 7 th 2011, Luxembourg |
| Partner participant | Link to Publications / Presentation |
| - ATOS | - http://www.future-internet.uni.lu/images/stories/presentations/110602%20v04%20ENVIROFI%202nd%20FI%20Summit-%20Cavanillas.pdf |
| Short Event Description | |
| <ul style="list-style-type: none"> - The 2nd European Summit provides a natural forum for the presentation and discussion of the issues, trends and actions confronting the future of the Internet. The summit will be the focal point for the exchange and sharing of lessons learnt and for the presentation and discussion of some of the developments that have taken place in the domain of smart cities. - Particular emphasis will be given to presenting the first set of successful projects from the Future Internet PPP call. The summit will be followed by two workshops taking place on the 7th June. These will focus on two of the most pressing matters: <ul style="list-style-type: none"> 1) The end of IPv4 and the birth of IPv6, 2) e-Government and the Future Internet – problems, approaches and actions. | |
| Relevance to ENVIROFI (e.g. Expected Impact Level, Targeted User Groups, ...) | |
| - Objectives of ENVIROFI were presented among FI-PPP programme audience. | |

Table 6. Attended event: The 2nd European Summit on the Future Internet

| | |
|--|---|
| Event | |
| - Future Networks and Mobile Networks Summit | |
| URL Link | Location, Date |
| - http://www.futurenetworksummit.eu/2011/ | - June 15 th – 17 th 2011, Warsaw, Poland |
| Short Event Description | |
| <ul style="list-style-type: none"> - This was the twentieth in a series of Annual Conferences supported by the European Commission, which regularly attracts over 600 delegates from industry and research to share experiences and research results, identify future trends, discuss business opportunities and identify opportunities for international research collaboration under the ICT Theme of Framework Programme 7 (FP7). It contributed to showcasing European research in the field, and positioning it within the multiplicity of related initiatives supported in other regions of the world. - In the context of convergence, the 20th Future Network and MobileSummit addresses the challenges of building the Future Internet, based on mobile, wireless and fixed broadband communications infrastructures. | |

Table 7. Attended event: Future Networks and Mobile Networks Summit

| | |
|---|---|
| Event | |
| - ISESS 2011 International Symposium on Environmental Software Systems | |
| URL Link | Location, Date |
| - http://www.isess2011.org/ | - June 27 th – 29 th 2011, Brno, Czech Republic |
| Partner participant | Link to Publications / Presentation |
| - AIT, SINTEF | |
| Short Event Description | |
| <ul style="list-style-type: none"> ISESS, the International Symposium on Environmental Software Systems, was initiated in 1995 as a forum to present and discuss the fundamentals, progress and actual trends in this area in terms of methods, tools and state-of-the-art environmental informatics applications. Over the years, it has also evolved into an important networking tool for academics, environmental professionals, and other interested parties. The conference displayed the state-of-the-art in the development and implementation of Environmental and Information Systems and e-Environment services, with a special focus on the following topics: <ul style="list-style-type: none"> E-Environment and Cross-border Services in Digital Agenda for Europe Environmental Information Systems and Services - Infrastructures and Platforms Semantics and Environment Distributed Modelling Information Tools for Global Environmental Assessment Advanced Approaches to Catchment Hydrology Simulation Climate services and Environmental Tools for Urban Planning The conference was organised by the Masaryk University in cooperation with IFIP, the Ministry of the Environment of the Czech Republic, the European Commission and the European Environment Agency | |
| Relevance to ENVIROFI (e.g. Expected Impact Level, Targeted User Groups, ...) | |
| <ul style="list-style-type: none"> The conference was related with Environmental Information Systems and is open to a wide range of organisations, such as governmental institutions, international and intergovernmental organisations, environmental agencies and networks, scientists, academicians, politicians, businesses, public administration and decision makers in the field of environmental information, experts from ICT industry, specialists of theoretical and applied informatics, consultants, students and the concerned public. | |

Table 8. Attended event: ISESS (2011)

4.5.2.2 Foreseen events

The foreseen events that the Consortium plans to attend are shown in the table below:

| Foreseen events | |
|-----------------|---|
| 01 | INSPIRE Conference in Edinburgh from 27th June - 1st July 2011, where EC-JRC could place ENVIROFI related topics and workshops http://inspire.jrc.ec.europa.eu/events/conferences/inspire_2011/ |
| 02 | The future of the 21st Century ocean - Marine Sciences and European Research Infrastructures. 28th June - 1st July 2011, Brest, France. http://www.europolemer.eu/en/infrastructures |
| 03 | Second Annual SmartOcean Workshop, 5th & 6th of July 2011, Marine Institute Galway. Driving new business opportunities at the interface between ICT and the Sea. http://www.marine.ie/home/aboutus/newsroom/news/secondannualSmartOceanWorkshop.htm |
| 04 | ITEE 2011 - Information Technologies in Environmental Engineering 6th – 8th July 2011, Poznan University of Technology, Poland |

| Foreseen events | |
|-----------------|--|
| 05 | http://www.itee2011.put.poznan.pl World Resources Forum. Shaping the Future of Natural Resources - Towards a Green Economy 19th – 21st. September 2011, Davos, Switzerland http://www.worldresourcesforum.org |
| 06 | ENVIROINFO 2011, 5th – 7th October 2011, Ispra, Italy, hosted by EC-JRC http://www.ec-gis.org/Workshops/EnviroInfo2011/ |
| 07 | TDWG (Biodiversity Information Standards) Annual Conference, 16th - 21st October 2011, Poznan, Poland http://www.tdwg.org/conference2011/ |
| 08 | Future Internet Week, held in Poznan, Poland from 24th – 28th October 2011 http://www.fi-poznan.eu/ |
| 09 | ServiceWave Conference, 26th - 28th of October 2011, Poznan, Poland http://servicewave.eu/2011/ |
| 10 | iEMSs, 6th International Congress on Environmental Modelling and Software. 1st – 5th July 2012, Leipzig, Germany http://www.iemss.org/sites/iemss2012/ |
| 11 | EGU General Assembly 2012, 22nd – 27th April 2012, Vienna, Austria http://www.egu.eu/meetings/statement.html |
| 12 | ICT 2012 Event |

Table 9. Foreseen events

The participation in conferences outside the EU will be evaluated by the coordinator, ensuring that the good-value for money principle is respected.

5 Conclusion

5.1 Status

Dissemination activities were already started before the official Kick-off by various partners, primarily raising awareness on the project through the project web site and the publication of several papers on different journals and conferences (see references).

The dissemination activities conducted during the first months of the project include the design of project posters, attendance to several events and the establishment of project website. Likewise, ENVIROFI has already got involved in the Dissemination Work Group's discussions.

5.2 Outlook

The following issues will be addressed for the final version of the dissemination plan (M24):

- Revision of identified target audiences.
- Update of relevant events & conferences where ENVIROFI partners participated making project presentations and disseminating project results.
- Update of publications published and dissemination material produced.
- Impact assessment of dissemination activities.

6 Annex I – Dissemination Report Form

Due to the potential high impact, each dissemination activity and its results shall be planned and documented in a transparent manner to the Consortium and in accordance with the rules set out by the Quality Plan and Project Handbook.

To announce planned dissemination activities and to report on the results, this template should be used, uploading the information in the corresponding folder on the portal, notifying WP7.

| | |
|--|--|
| Event | |
| - | |
| URL Link | Location, Date |
| - http:// | - |
| Partner participant | Link to Publications / Presentation |
| - | - |
| Short Event Description | |
| - | |
| Relevance to ENVIROFI (e.g. Expected Impact Level, Targeted User Groups, ...) | |
| - | |

Table 10. Dissemination Report form