

MINIFAROS
Small or medium-scale focused research project
FP7-ICT-2009-4_248123



Deliverable No. (use the number indicated on the DoW)		D2.1	
Workpackage No.	WP2	Workpackage Title	Dissemination and Exploitation
Task No.	T2.1	Task Title	Liaison and Dissemination
Authors (per company, if more than one company provide it together)		Mantzouranis Irene Kaffes Vassilis (ICCS)	
Status (F: final; D: draft; RD: revised draft):		F	
Version No:		V2	
File Name:		MINIFAROS_D2.1_DisseminationPlan_v2	
Issue Date:		21 June 2010	
Project start date and duration		01 January 2010, 36 Months	

EXECUTIVE SUMMARY

Dissemination is a fundamental activity for all EU-funded projects, since the dissemination of objectives, concepts and results to the varied audiences that may be interested in the project outcomes, such as OEMs, suppliers, researchers in the field and after all end users and drivers is very important for the success of the project. In terms of success, it is not only considered the finalization of the project through the development of a novel Laserscanner but its further utilization as a readily product available to the market.

The consortium has been carefully planning the dissemination procedures from the very beginning of the project, even from the preparation phase. The rationale behind this planning is to assure that all elements - starting from the design and the project identity and getting to the core dissemination activities, such as liaising with other projects and research initiatives and participating in relevant events (conferences, workshops etc) through papers and posters submissions are taken into consideration.

Revision Log

Version	Date	Reason	Name and Company
v1	21-6-2010	Draft	ICCS
v2	30-7-2010	Incorporating peer review comments	ICCS

List of Abbreviations

ADAS	Advanced Driver Assistance Systems
FP	Framework Programme
MEMS	Micro-Electro-Mechanical systems

Table of contents

1	Introduction.....	7
2	MiniFaros dissemination means.....	8
2.1	Project Logo.....	8
2.2	Project Website	8
2.3	Internal FTP site	9
2.4	Project newsletter	10
2.5	Production of poster and brochure	10
3	Dissemination Opportunities and Procedures.....	11
3.1	Conferences, Workshops and Exhibitions.....	11
3.2	Dissemination Procedure	12
4	Liaison with other initiatives	14
	Annex I Dissemination Means	15
	Annex II Events Calendar	18
	Annex III Dissemination Form	19

List of Figures

Figure 1: MiniFaros logo..... 8

List of Tables

Table 1: List of major relevant Conferences..... 12

1 Introduction

Current developments, such as different Advanced Driver Assistance System (ADAS) functions assume extensive environment monitoring, data collection and a perceptual model of the environment to be further used for various safety functions. Those ADAS functions integrated in the same platform or cooperative driving systems aim at providing drivers more time to respond to sudden changes in the travel environment. The MiniFaros project develops and demonstrates a totally new type of laser sensor for enhanced environment perception. It is epoch-making in terms of its optics, electronics and ability to serve numerous automotive applications and even possibly other applications.

The novelty of the laser sensor to be produced requires a strong dissemination strategy for the project outcomes to be made publicly available and well known to the stakeholders of the respective application areas and, thus, have strong chances of market penetration.

The strategy of the concurrent dissemination means starting dissemination activities right at the beginning of the project in parallel with the technical work and pursue these activities step by step throughout the duration of the MiniFaros project. As an established practice in EU-projects, MiniFaros has set up a dedicated work package for dissemination. Therein, the overall dissemination and cooperation strategy is described. In terms of actual dissemination, this document shall serve as the guidance for all dissemination activities.

Within this document the different dissemination aspects are thoroughly examined and explained:

- The project dissemination means: in this Chapter the different means that will be used for dissemination purposes during the project lifetime and beyond are presented in detail;
- Conferences, Workshops, Exhibitions and Journals: in this Chapter the relevant dissemination opportunities are identified and discussed;
- Liaison with other initiatives: in FP7 liaison activities are paid particular attention to and as such, already from the first stages of the project the potential projects to liaise with are defined.

2 MiniFaros dissemination means

The branding, therefore the creation of the graphical identity of the project is one of the most critical phases in the dissemination cycle of a project: putting together those elements that will represent the project ideas, reaching consensus among the partners and assuring that those ideas are well conveyed to the outer world through the graphical elements not only require time but also careful choices, so as to reach the expected outcomes.

An iterative process was used to reach unanimity and decisions on the different elements to be used throughout the whole material to be produced.

2.1 Project Logo

Already from the proposal phase the MINIFAROS logo had been created. The logo incorporates the following elements that directly refer to the MiniFaros perspective:

A laserscanner: the top of the “faros” is a laserscanner resembling the novel solution the consortium is opting for;

The laser beams: the two lines leaving the top of the faros horizontally represent the laser beams that are used for “sensing” the environment;

The pole of the “faros” is referring to the automotive environment since there are two elements that can be distinguished: a road and a bridge.



Figure 1: MiniFaros logo

Whenever possible the main logo should be used. Where the above version cannot be used, i.e, on a colour background, the logo variation used in the poster should be used instead. The use of the logo on photographic background should be avoided. Care should be taken that the logo remains clear and legible at all times.

2.2 Project Website

The MiniFaros project website will be the one-stop-shop for all actors interested in MiniFaros and its results: www.minifaros.eu

The website is end-user orientated and the content describes the benefits that MiniFaros can bring: A key goal of the project is to develop and demonstrate a new type of laser sensor for enhanced environment perception. The website will aim at reaching beyond the project consortium and conveying the message to transport professionals and to the public, with web information written in an accessible language. There is also an educational section targeting at the public, which explains the technologies currently deployed in the market and how the MiniFaros consortium will work to pursue novelty.

The project website has been already developed (Annex I) and ICCS as the dissemination responsible will ensure the proper operation of its various functionalities. The website is managed through a content management system, so that the site can be kept constantly up-to-date. This dynamic website is essential in this type of project, where many stakeholders are involved. It will be the primary tool of communication, also to the general public.

At a high level the website will contain the following Sections

- Project information, objectives, priorities, other general information
- The technologies: introduction to optics, electronics, MEMs.
- The Partners: describing involvement of all consortium partners
- News and events section featuring the latest developments and announcements
- Library: Public deliverables, presentations, publications etc...
- Media desk: fact sheets, press releases and press review
- Contact

2.3 Internal FTP site

An FTP server has been set-up from the beginning of the project to assist the project partners in communicating more effectively and support the archiving needs of the project documentation.

The MiniFaros dedicated FTP server is located at <ftp.esd.ece.ntua.gr/minifaros>, where a secure ftp protocol is needed to connect, to assure that data sharing among the consortium will be protected against possible invasions. The ftp is organised based on the project structure to help members locate and store documents easily.

2.4 Project newsletter

A six-monthly newsletter will be issued to keep the interested parties and stakeholders up-to-date, regarding the project research, outcomes and evolution. The newsletter will feature various news items, starting from relevant information and novelties in the research area the project is covering, partners' relevant announcements, project mid-term results, participation to conferences and events, technology articles and any other piece of relevant information. Thus the newsletter will not serve just as another project confined text but rather as an interesting update on what is currently happening in the area of Laserscanners and how MiniFaros is following up on these advancements.

Responsible for the co-ordination of the production of the newsletter is ICCS and the procedure to be followed involves the call for articles which is launched to the consortium members 6 weeks before the issue date, with a deadline of three weeks. When all material is collected the newsletter is produced in about two weeks before the issue data and it is sent to the consortium for review. Once consensus is reached, the newsletter is uploaded to the website, while it will be also sent out to a dedicated mailing list of stakeholders.

2.5 Production of poster and brochure

The MiniFaros brochure is under development and reflects the status of the project and serves as a prestigious calling card for presentation to influential readers – European policy-makers, OEMs, suppliers, businesses interested in the functionalities, industrial end-users, media representatives, etc...

The brochure includes:

- an overview of the consortium, and highlights the reputation/strengths of individual partners;
- a review of the background and technological rationale for undertaking the initiative;
- the targeted results, and the scale of breakthrough/innovation expected to be achieved;
-

Production process:

- ICCS is responsible for the design, production process and content
- The consortium validates the draft brochure before printing

The brochure will be printed in 2000 copies and it will also be found on the MiniFaros website.

3 Dissemination Opportunities and Procedures

3.1 Conferences, Workshops and Exhibitions

Despite the growing number of digital media, personal contact, meeting and discussion remains a crucial way to share and exchange professional experiences and to be kept informed about developments from various organisations and research projects. Conferences and congresses are a great means for experts to meet each other and share this knowledge. It provides valuable networking opportunities.

ICCS is responsible to coordinate attendance and presentation at relevant industry conferences and congresses. Presentations will also be made available on the project website.

ICCS will also be responsible for supporting the documentation and supporting the publishing of scientific papers in relevant publications (scientific journals, conference proceedings). ICCS will support the MiniFaros partners in their effort concerning presentation of MiniFaros items at conferences, workshops and exhibitions. Any presentation of MiniFaros material which has not explicitly been declared “public” must be approved for presentation by the owning party. It must be underlined that ICCS will offer its assistance in helping partners locate relevant dissemination opportunities and make sure the content is reviewed and in line with the consortium dissemination policy. The content remains though the responsibility of the partners involved in the respective research area. A list of interesting events, and publications will be regularly distributed to the partners and specific requests for contribution will be submitted to key partners according to the area of interest and the project phase.

The list will have the shape of a dissemination calendar, which will include a short description and relevant references for future events that may be an opportunity for presenting the project’s results. The dissemination calendar is regularly updated and distributed to all partners and is uploaded to the ftp server. A first version of this calendar is found in Annex II.

The presentation of MiniFaros topics in an event or conference should be approved beforehand by the Project Management and the Dissemination manager as well as the consortium members (see dissemination procedure).

Below is a list of events and conferences where MiniFaros may be presented. This list will be kept up-to date by ICCS during the course of the project.

6-9 June 2011	Lyon, France	8th ITS European Congress
16-20 October 2011	Orlando, Florida	18th ITS World Congress

05-09 2011	June	Baden Germany	Baden,	2011 IEEE Intelligent Vehicles Symposium
10-11 2010	May	Berlin, Germany		14th International Forum on Advanced Microsystems for Automotive Applications
26-29 2010	July	EICC Edinburgh, UK		13th International Conference on Information Fusion, EICC
19 – 22 September 2010		Madeira Portugal	Island,	13th International IEEE Conference on Intelligent Transportation Systems
25 – 29 2010	October	Busan, Korea	Republic of	17 th ITS World Congress

Table 1: List of major relevant Conferences

3.2 Dissemination Procedure

The participation of MiniFaros partners in an event relevant to MiniFaros should be approved beforehand by the MiniFaros dissemination manager (abbreviated as DM) and the project manager (abbreviated as PM). The consortium, the PM and DM are able to object against the presentation, if the content is not in-line with the MiniFaros goals or reveals information which shall not be available to public. The publication or presentation of intellectual property, results, documents, etc. not publicly accessible, i.e. when it has the status of “restricted” needs the written approval of the owner of the intellectual property, results, documents etc. Intellectual property having the status of “confidential” must not be presented in any case.

The following are considered dissemination events:

- Exhibition stands and demos
- Realization of project’s workshops
- Press releases
- Public project presentation
- Publications in relevant Journals
- Presentations in conferences
- Participation in non-project workshops, forums and/ or events
- Production of newsletters, leaflets, posters etc.
- Special sessions organisation

The process for submitting a dissemination activity is the following:

1. Partners that are interested in performing a dissemination activity should submit their proposal to the MiniFaros DM allowing minimum 2 weeks before submission.

2. Partners that are interested in performing a dissemination activity should fill in the dissemination form and send it to the MiniFaros DM allowing minimum 2 weeks before submission deadline. The template can be found in ANNEX III and is also available online at the ftp server.

3. The Dissemination Manager distributes the material to the PM and the Consortium partners (approval/modification/rejection). The decision must be provided to the DM within 5 working days. Any partners having objections considering the context, the information revealed, IP rights etc have the right to object within 5 working days. Then the DM informs the relevant partner(s) about the decision.

If a conflict occurs or further material is needed then the DM informs the partner and requires modifications or additions. Then the material is proposed again to the DM and the previous procedure is followed.

If other partner(s) wish to present or release a standard, already approved and public presentation/material then no approval is required, however all the other steps of this procedure are followed always (on informative basis).

If there are no objections within a week from the consortium, then the DM notifies the authors to proceed with the dissemination activity.

If the DM receives no reaction from the consortium, then after 5 working days it is implied that the submitted proposal has been tacitly approved.

4. The Project Coordinator, DM or any partner can reject the proposed dissemination activity if they feel that the acceptance criteria as mentioned above are not met. In case of conflict it is the responsibility of the Project Coordinator to find consensus.

5. If approval is provided through the DM to the partner(s) proposing a dissemination activity, then the partner(s) may proceed to the realisation of the proposed dissemination activity.

6. The partner(s) is(are) responsible to continuously inform the DM on the results or updates of the dissemination activity

7. After the realisation of the approved dissemination activity, the partner should provide to the DM a revised dissemination form together with a copy of the final disseminated material. Both the final dissemination form and material will be stored in MiniFaros archives.

8. The history log of the dissemination template will record the status of the above described procedure.

4 Liaison with other initiatives

Within FP7 Liaison activities are sought for and as such MiniFaros has already started looking for relevant projects. MiniFaros is opting for information exchange and cooperation. More information on possible cooperation will be provided during the course of the project and this chapter will be updated accordingly with projects with which cooperation can be established.

Annex I Dissemination Means

Website

The screenshot shows the homepage of the MiniFaros website. At the top is a blue banner with the MiniFaros logo, which features a lighthouse and the text 'mini faros'. Below the banner is a navigation menu with links for Home, News and Events, Consortium, Contact, and Links. The main content area is divided into several sections: a 'Main Menu' with links to Home, Vision, Objectives, Expected Results, Technologies, Work Packages, and Deliverables; a 'Project Information' section listing details such as Contract No: 248123, Project Total Cost: 4.8M€, EC Contribution: 3.2M€, Project Start Date: 01/01/2010, Duration: 36 Months, Coordinator: Sick AG, Instrument: ICT for Safety and Energy Efficiency in Mobility, and No of partners: 7; a 'Welcome to the MINIFAROS Website!' section with a 'Home' heading and a paragraph describing the project's goal of opening up the Advanced Driver Assistance System market; a search bar; a 'Project News Feed' section with the headline 'MINIFAROS WEBSITE GOES ONLINE!'; and a 'Recent Changes' section with links to Contact, News and Events, Project Info Short, Deliverables, and Work Packages. At the bottom left of the page is the logo for the SEVENTH FRAMEWORK PROGRAMME.

Poster



**Low-cost
Miniature Laserscanner
for Environment Perception**

Contract Number: FP7- ICT - 2009-4_248123

Partners

 Institute for Communication and Computer Systems	 SICK AG <small>Sensor Intelligence.</small>	 UNIVERSITY of OULU <small>OULUN YLIOPISTO</small>
 Technical Research Centre of Finland	 Volvo Technology Corporation	 Fraunhofer-Gesellschaft
 SKODA <small>SIMPLY CLEVER</small>	 SKODA AUTO A.S.	

Contact Details

Dr. Kay Fuerstenberg, Kay.Fuerstenberg@sick.de
SICK AG, www.sick.com

www.minifaros.eu

 Funded by the European Commission, under the 7th Framework Programme



Powerpoint Template



Annex II Events Calendar

6-9 June 2011	Lyon, France	Lyon-France	8th ITS European Congress
16-20 October 2011	Orlando, Florida	Orlando, Florida	18th ITS World Congress
05-09 June 2011	Baden Baden, Germany	Baden Baden, Germany	2011 IEEE Intelligent Vehicles Symposium
10-11 May 2010	Berlin, Germany	Harnack House Berlin, Germany	14th International Forum on Advanced Microsystems for Automotive Applications
26-29 July 2010	Edinburgh, UK	EICC Edinburgh, UK	13th International Conference on Information Fusion
19 – 22 September 2010	Madeira Island, Portugal	Madeira Island, Portugal	13th International IEEE Conference on Intelligent Transportation Systems
25 – 29 October 2010	Busan, Republic of Korea	Busan, Korea	17 th ITS World Congress

Annex III – Dissemination Form

Revision and history chart

Version	Date	Reason
x.x	dd.mm.yyyy	

1 Project Presentation

Proposing Company:		
Type of dissemination event:	Project Presentation to National event	<input type="checkbox"/>
	News article publication to National press (Newspapers, magazines, Newsletters, Brochures, company press releases etc.)	<input type="checkbox"/>
	Project Presentation to International Conference (poster or general paper presentation)	<input type="checkbox"/>
	Special Session organization to International Conference	<input type="checkbox"/>
	Scientific Paper presentation to International Conference	<input type="checkbox"/>
	Scientific Journal (or magazine) publication	<input type="checkbox"/>
	Demonstration, exhibition	<input type="checkbox"/>
	Special MiniFaros event	<input type="checkbox"/>
	Other	<input type="checkbox"/>
	If other please specify :	
In case of presentation to an event		
Title of presentation :		
Authors :		
Title of event :		
Date and place of event realization:		
Abstract:		
Title and Editor of Proceedings (if available):		
Additional Info:		
In case of publication		
Title of publication:		
Authors:		
Title of journal or magazine		
Volume, page:		
Editor:		
Date of publication:		
Abstract:		
Additional info:		
In case of "minifaros" event		
Proposing Company:		
Title of event :		

Place of event realization:			
Organiser:			
URL:			
Additional Info:			
Event Short Description:			
Abstract Submission Deadline:			
Type of Event:	National	<input type="checkbox"/>	
	International	<input type="checkbox"/>	
	Conference	<input type="checkbox"/>	
	Workshop	<input type="checkbox"/>	
	Other:	<input type="checkbox"/>	
	If other specify:		
Other Comments:			
For all Dissemination events			
Core Group Approved:	Yes	<input type="checkbox"/>	
	No	<input type="checkbox"/>	
	Pending	<input type="checkbox"/>	
Full paper submission	Attached to this form:	<input type="checkbox"/>	
	Will be submitted:	<input type="checkbox"/>	By (date)
Relation to MiniFaros:	Simple Reference to MiniFaros work	<input type="checkbox"/>	
	MiniFaros work description	<input type="checkbox"/>	
	MiniFaros concept description	<input type="checkbox"/>	
	Key paper presenting MiniFaros work	<input type="checkbox"/>	
Other Comments:			

