



Networked Society

(NetSoc)

D3.1 Communication and Dissemination Plan

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Abstract

This document presents an action plan for communication and dissemination activities to further develop existing communities in Net!Works, ISI, and NEM, including consultations with the IoT community, increasing their convergence and supporting interaction on the one hand; and on the other hand, to promote towards relevant public R&D funding institutions, the consolidated ICT network research plan, its contribution to societal challenges and European policies, and the needed framework for market introduction.

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1 INTRODUCTION

This document presents the preliminary NetSoc action plan for communication and dissemination activities. It includes first an “internal” plan, with the main objective to further develop existing communities in Net!Works, ISI, and NEM, including consultations with the IoT community, increasing their convergence and supporting interaction. It also includes an “external” plan, to promote towards relevant public R&D funding institutions, the consolidated ICT network research plan, its contribution to societal challenges and European policies, and the needed framework for market introduction.

Section 2 focuses on the promotional activities i.e. the “external plan”. Section 3 presents the main activities planned for building a more converged community i.e. the “internal plan”.

Section 4 describes the various communication tools and instruments e.g. events that will be used by NetSoc to achieve the objectives of this action plan. As some of these will be used both for internal or external objectives, it was decided to list them in a specific section.

2 EXTERNAL PLAN

The “external communication and dissemination plan” is formally a deliverable issued from WP2 / Task 2.3 “External communications”.

This external plan follows up on previous and ongoing activities from the three ETPs Net!Works, ISI and NEM. In particular, it takes into account the successful outcome of promotional activities performed in the *eMobility NetWorld* support action, that addressed the following aspects:

- Identify a target group of individuals to contact, at European and national level, as well as regional and local level whenever deemed appropriate, in order to get support for the main eMobility messages;
- Define the best possible channels to convey these messages to the target group;
- Define the best possible ICT network stakeholders’ representatives to promote the message at high level.

2.1 Identify a “target group” of individuals

2.1.1 Actions already performed or under way

A preliminary “target group” of individuals for spreading and supporting ICT messages at “political” level has already been built. It includes:

- Members of the European Parliament (MEPs) who are active in the field of ICT, Internet, and telecommunications;
- Officials from European Institutions, from the European Commission and from other European Agencies and Non-Governmental Organisations;
- Politicians and other officials at national level (Ministries, associations, agencies ...).

It is based on the list from Net!Works (from the *eMobility NetWorld* support action). The list of officials from the EC has been updated to take into account the recent re-organisation of DG Information Society into DG CONNECT, and the ISI and NEM privileged contact points. Moreover, it now includes the MEPs that have been most active so far in releasing amendments for the H2020 documents. See Annex A.1.

The focus for the duration of the NetSoc project will be on promoting the right budget and technical priorities for ICT network within the three key areas of H2020 i.e. industrial leadership, excellent science, and societal challenges. Such priorities will be extracted from the work performed in Task 1.4 “Joint technology position papers and dissemination” and Task 2.2 “Generating holistic ICT network positions”, and will also take into account the outcome of Task 2.1 “Cross sector interactions”, in particular for the areas related to “societal challenges” in relation with other sectors than ICT network.

2.1.2 Next steps

The preliminary list will be updated all along the project with additional inputs from various sources; the most active people will be “prioritized” for future actions, while others not responsive or not active any longer as decision makers in the field of communications/networking R&D, will be cancelled from the list.

2.2 Define the best possible channels to convey ICT network messages

2.2.1 Actions already performed or under way

A preliminary list of events of interest for gathering requirements and support, and for spreading ICT network messages at “political” level has been drawn and is shown in section 4.1.1. The idea is not to list all R&D related events but rather to aim at interacting with decision makers and politicians. The objective in attending or giving presentations at such events is to raise the awareness of ICT network positions to key decision makers and politicians.

2.2.2 Next steps

2.2.2.1 Material

Important material to be used in this context is the position papers and associated PR material which are being developed respectively in WP1/WP2 and in Task 3.3.

The list of already available flyers and position papers as well as the ones to be developed are shown in section 4.1.2.

2.2.2.2 Contacts

Whenever possible, a direct contact will be kept “alive” with the MEPs and the officials and politicians showing interest in ICT network. These individuals will be invited to attend Net!Works, ISI, NEM, and joint events of interest and to deliver speeches or participate in panels. Face to face meetings may be arranged when a specific message needs to be delivered at a specific time.

At this stage it is anticipated that such direct contacts will happen as soon as the H2020 overall framework is approved and the discussion on the budget of each area and the technical priorities through the Work Programmes will be initiated. According to the current H2020 calendar this is planned to start in Q1 2013, according to the current time schedule for the EU Parliament decisions on Horizon 2020 ([Source: EU Parliament, ITRE Committee](#)):

DRAFT timetable ITRE Report	
Presentation by the Commission	23 January 2012
Exchange of Views	27-28 February 2012
Public Hearing	20 March 2012
Consideration of draft reports	18 June 2012
Deadlines for tabling amendments	26 June: 2011/0401(COD) - 2011/0400(NLE) 27 June: 2011/0399(COD) - 2011/0384(COD) 28 June: 2011/0387(COD) - 2011/0402(CNS)
Consideration of amendments	17 September 2012 8 October 2012
Vote in ITRE	29 November 2012 (<i>tbc</i>)
Vote plenary	<i>tbc</i>

Other options to be visible in the European Parliament are also under discussion, e.g. the organisation of an event at the EP.

2.2.2.3 Events

A list of “business” / “political” events of interest to ICT network has been drawn and is shown in section 4.1.1.

In addition, awareness in national events shall also be planned. Several partners of NetSoc participate in national groups where they are interacting with national Ministry representatives involved in the discussion of R&D issues including Horizon 2020. In addition, this is also being discussed among Steering Board members in the various ETPs.

2.2.2.4 Mirror Group

Another important channel to Member States is the interaction with the “Mirror Group”, which includes representatives from the Member States. It is common understanding that good contacts between ETPs, including Networked Society consortium members, and national representatives is quite important. Experience, however, from former Support Actions, is that Joint Mirror Group Meetings suffered from a very limited participation of Member State representatives. In addition, willingness of the participants to openly discuss critical issues in the given frame was very low.

Therefore, new ways have to be opened for more effective interaction. It is expected that leveraging existing direct contacts of the individual consortium partners to their national contact points will provide a good basis for a more intensive exchange in the future. To make this new approach working, it is planned that the consortium members (originating from the member states Germany, Great Britain, France, Italy, Sweden) organize a yearly meeting with their respective national contact point to arrive at an open exchange and discussion on the topics considered as most relevant from both sides. This shall be performed in liaison with the Steering Board of each ETP, NetSoc playing the role of the “umbrella”. Outcome of the various meetings will be exchanged within Networked Society and reported in a common document at the end of each year. Feedback will also be reported in the ETP Steering Board meetings and ETP events.

2.3 Define the best possible ICT network stakeholders’ representatives to promote ICT network messages at high level

2.3.1 Actions already performed or under way

The NetSoc support action includes relevant stakeholders from Net!Works, ISI and NEM. A number of promotional activities happened in the past year in the three ETPs in order to promote the specific messages related to networks, satellite communications, and networked electronic media.

The impact of these actions has been quite significant as shown in the amendments from the MEPs to the H2020 documents originating from the European Commission. Net!Works released an extensive document highlighting such impact entitled “Net!Works Review of EU Parliament Amendments on Horizon2020 Proposal of the EU Commission”. This document is shown in its latest draft version in Annex C.1.

ISI conveyed proposal for specific amendments listed in a document addressed to Mrs Carvalho on 21st May 2012: “ISI proposed amendments to COUNCIL DECISION ‘establishing the Specific Programme Implementing Horizon 2020 - The Framework Programme for Research and Innovation (2014-2020)’”. This document is in Annex C.2.

In June 2012, NEM provided responses on Horizon 2020 programme. On a general level the NEM community welcome the Horizon 2020 initiative and the underlying commitment to support European research, development and innovation with a view to gaining societal and economic benefits for Europe. NEM supports a holistic and interdisciplinary approach supported by the simplification of the participation structures and complemented by the fostering of market take-up for the innovations.

In September 2012, NEM provided a response on Future of ETPs to DG CONNECT. This document is an initial response prepared by the NEM Steering Board giving their views on behalf of the NEM community, which will be further discussed with the NEM members and modified accordingly.

2.3.2 Next steps

NetSoc being the support instrument to three ETPs, and depending on the outcome of the current discussions on the future of the ICT ETPs (cf. section 3), it is foreseen that the most relevant representatives to promote the ICT network messages will come primarily from the NetSoc partners, in coordination with the Steering Board and the stakeholders of each ETP.

3 INTERNAL PLAN

The “internal communication and dissemination plan” is formally a deliverable issued from WP3 / Task 3.1 “Community building”.

The following process is proposed:

- Identify and then promote the commonalities between the Net!Works, ISI and NEM stakeholders, and more generally with other ICT ETPs and more specifically the IoT community whose representatives are currently mostly in NESSI;
- Define a common view of the future of ICT ETPs;
- Identify a target group of individuals to contact, mostly at EU level, in order to get support for the future of the ICT ETPs as promoted by Net!Works, ISI, NEM and their stakeholders;
- Define the best possible channels to convey these messages to the target group.

3.1 Identify and then promote the commonalities between the Net!Works, ISI and NEM stakeholders, and more generally with other ICT ETPs

This activity will use the outcomes from WP1 and more especially Task 1.3 “Strategic Research Agendas” and Task 1.4 “Joint technology position papers and dissemination”, as well as WP2 Task 2.1 “Cross sectors interaction” and Task 2.2 “Generating holistic ICT network positions”, in order to identify and then promote the commonalities between the stakeholders of the various ETPs.

Such a promotion will happen primarily through the events and workshops organized by the ETPs.

3.1.1 Actions already performed or under way

The ISI Chairman has been invited to give a speech at the Net!Works Event; and the Net!Works Chairperson will give a speech at the ISI General Assembly. The two events are co-located in Brussels on 13 and 14 November 2012, hoping to attract each others’ stakeholders to interact and exchange on their respective sectors and priorities for H2020.

The NetSoc support action was presented at the NEM General Assembly in Istanbul on 16 October 2012. It will also be presented at the Net!Works Event and at the ISI General Assembly on 13 and 14 November 2012.

A meeting of experts from Net!Works, ISI and NEM is planned on 13 November in Brussels, in conjunction with the two events mentioned above, to initiate the discussions on common issues of interest among the different communities for the next SRAs.

3.1.2 Next steps

There are currently some informal discussions going on between several ICT ETPs, which are triggered by the EU Commission, to investigate a potential restructuring or a new set-up of ETPs. This was already discussed in the Net!Works Steering Board. There are currently no decisions made, because this will require further evaluations in the different ETPs. In addition, discussions between the involved ETPs are needed to agree upon a rationale for potential changes, the logic behind it, and how to propose changes and how to implement them when agreed upon.

In addition to participating in the above-mentioned discussions with other ETPs from ICT domain as well as with the SatCom community to take into account strategic considerations, ISI initiated an internal study comparing different scenarios for the ISI evolution in the context of H2020 taking into account the objectives of DG Research and DG Connect as much as they are known at this stage.

3.2 Define a common view of the future of ICT ETPs

3.2.1 Actions already performed or under way

DG Connect invited the ICT ETPs for a meeting on September 12, 2012 to discuss the future set-up of ETPs for Horizon 2020. DG Connect showed high interest that ETPs should be consolidated in order to fit better to Horizon 2020 and to a certain extent also to the new organisation of DG Connect. However, the Commission was not very specific. A follow-up meeting was agreed on October 2, 2012 directly after an ETP Leaders Workshop of DG Research.

In the DG Research meeting the general approach for ETPs in Horizon 2020 was discussed based on a strategy paper, which DG Research distributed ahead of the meeting. ETPs asked for a clear role to support Horizon 2020, the Work Program and its implementation. DG Research will take the comments from ETPs into account for a revised strategy paper.

In the second meeting with DG Connect on October 2, 2012 the ICT ETPs presented their views and discussed a potential approach for next steps. Further discussions are needed between ETPs in order to develop a proposal for presentation to the Steering Board of the different ETPs.

In addition, ISI has engaged discussion with DG Enterprise / Space.

The following documents have already been released:

- Net!Works White Paper on "Net Futures" ETPs meeting on 12 September 2012;
- ISI response to NET futures ETP Consultation sent on 5th September 2012 to Mario Campolargo
- NEM contribution to Net Futures ETP Meeting;
- NESSI White Paper on the Future of ETPs.

3.2.2 Next steps

Discussions will take place in the next weeks between ICT ETPs, what may be the rationale for changes, the logic according to which approach changes should be prepared and how they may be implemented. The ICT ETP's will work on a consolidated document indicating possible plans for ETP transition in the area. The document in its stable draft version is expected to be discussed with EC by mid/end of November 2012.

According to the Commission, a proposal for a new approach should be available by March 2013, because DG Connect has to submit its ICT ETPs proposal for Horizon 2020 to DG Research in April 2013.

3.3 Identify a target group of individuals

The key individuals from the EC involved in this process are listed in Annex A.2.

3.4 Define the best possible channels to convey these messages

3.4.1 Actions already performed or under way

A preliminary list of meetings and events of interest for building up a converged community has been drawn and is shown in section 4.1.1. The objective in attending or giving presentations at such meetings and events is to raise the awareness of the current stakeholders of the various ICT ETPs for more common activities towards H2020.

X-ETP meetings have already been held, leading to a common position paper towards H2020. More recently, meetings initiated by the European Commission (DG CONECT and DG R&I) were held with all ICT ETPs.

3.4.2 Next steps

3.4.2.1 Material

The key material to be used in this context is the position papers and associated PR material which are being developed respectively in Task 1.4 “Joint technology position papers and dissemination” and Task 2.2 “Generating holistic ICT network positions”, in order to identify and then promote the commonalities between the stakeholders of the various ETPs. Activities from Task 1.3 “Strategic Research Agendas” and Task 2.1 “Cross sectors interaction” will also serve this purpose.

3.4.2.2 Contacts

Whenever possible, a direct contact will be kept “alive” with the EC officials in charge of the future of ICT ETPs. Face to face meetings may be arranged when a specific message needs to be delivered at a specific time.

3.4.2.3 Events

A list of meetings and events of interest to support the building of a converged community has been drawn and is shown in section 4.1.1.

4 COMMUNICATION TOOLS AND INSTRUMENTS

4.1.1 Preliminary list of relevant events and meetings

The objective in attending or giving presentations at the events mentioned in the following table is to promote ICT network positions to key decision makers and politicians, and/or to build a more “converged” community around ICT network, as presented in the previous chapters.

Event	Date	Location	External	Internal
FuNeMS 2012	2-6 July 2012	Berlin	X	
Net Futures ETPs meeting (DG CONECT)	12 September 2012	Brussels		X
ICT Competitiveness Week	17-20 September 2012	Brussels	X	
Net!Works Steering Board Meeting	25 September 2012	Oslo		X
EPoSS General Assembly, Annual Forum & Engagement Day	26-28 September 2012	Paris		X
ICT ETP Leaders Meeting (DG R&I)	1 October 2012	Brussels		X
Net Futures ETPs meeting (DG CONECT)	2 October 2012	Brussels		X
Network Technologies Concertation Meeting (DG CONECT)	10-11 October 2012	Brussels		X
NEM General Assembly	16 October 2012	Istanbul		X
NEM Summit 2012	17-18 October 2012	Istanbul	X	X
Net!Works Event	13 November 2012	Brussels	X	X
ISI General Assembly	14 November 2012	Brussels	X	X
FIA	8-10 May 2013	Dublin	X	X
FuNeMS 2013 –co-locating ISI Day (TBC)	3-5 July 2013	Lisbon	X	?
NEM Summit 6 th edition 2013 (TBC)	TBD	TBD	X	?
ASMS (Advanced Satellite Multimedia Systems) Conference 2014	September 2014	Livorno, Italy	X	

4.1.2 Promotional material

4.1.2.1 Material to be developed

In order to promote ICT network messages during the above-mentioned events and at every other opportunity, some promotional material will be developed.

The NetSoc dedicated marketing material – first set of flyers and posters– is planned to be published by December 2012.

Specific newsletters and additional material will be released in relation with events, either before the event to make it disseminate it there, or as suggested by ISI after important events, where interesting information can be put in the letters.

Videos and stands will be planned when relevant, for example for FIA Dublin. The good experience from the work performed by Net!Works in FuNeMS with the “diary blog” showing videos from the speakers and participants at the same time as the event is considered as a very good example of successful use of videos. Net!Works booths at large

events such as FIA and FuNeMS proved quite successful to increase the number of members in the platform and attract interest from stakeholders.

4.1.2.2 Available Material

A number of flyers are already available and shall be used until they are progressively replaced by newly released material.

4.1.2.2.1 *MATERIAL AVAILABLE FROM NET!WORKS*

- Flyer with key messages from Net!Works
 - o One “general message”
 - o First flyer on Success Stories
 - o Flyer on “CSF”
 - o Second flyer on Success Stories
 - o Third flyer on Success Stories
- Flyer on energy, health, and transport
 - o Connecting the energy and environmental monitoring sectors for a smarter society
 - o Connecting health applications for a smarter society
 - o Connecting transport for a smarter society
- Position papers
 - o eMobility² Contributions to solve Grand Societal Challenges
 - o eMobility and the “Digital Agenda for Europe
 - o Europe’s Research and Innovation Strategy – Networks of Future
 - o Net!Works response to Green Paper Consultation on FP8
 - o A Cross-ETP Vision for an Innovative Digital Europe
 - o A response to the Commission’s proposal on Horizon 2020

4.1.2.2.2 *MATERIAL AVAILABLE FROM ISI*

The full set of documents prepared by ISI ETP is available on the ISI Website (<http://www.isi-initiative.org/>). In the following, the list of main flyers and white papers is reported:

- Flyer on the ISI Strategic Research and Innovation Agenda themes and impact
- ISI Informs issues from 2008 to 2012
- Flyer on ISICOM overview
- Position Paper - ISI comments to BB state aid revisions
- Position Paper ESA ISI - Towards a stronger European disaster response

4.1.2.2.3 *MATERIAL AVAILABLE FROM NEM*

The latest version of the NEM brochure is available at: <http://www.nem-initiative.org/documents.html>.

The more recent NEM position papers are as follows (the full list since 2006 is available at <http://www.nem-initiative.org/documents/position-papers.html>):

- Position Paper on Networked 3D Multimedia (June 2012)
- NEM response to EC consultation on Green Paper (May 2011)
- NEM Position Paper on Future Research Directions (February 2011) - Opportunities for an Innovative Digital Europe
- NEM & the Digital Agenda for Europe (December 2010)
- NEM Position paper on Intelligent Transport Systems (October 2010)

4.1.3 NEM Position paper on Energy efficiency (October 2010)Electronic support

Electronic support will be released in order to support building up a converged community and their interaction with the usage areas. Support will include:

- Maintaining, extending and hosting the existing web sites for Net!Works and ISI platforms, some support of the NEM platform and www.future-internet.eu
- Maintaining and extending existing mailing and membership lists for platforms and a range of joint working groups,
- Running and feeding blogs during events of interest

Wiki tool support for collecting input from members as required.

The ISI Website (www.isi-initiative.org) will be restructured in order to further improve the user experience, reinforce the collaborative tools and strengthen the impact of ISI and of the SatCom community at large.

The Net!Works (www.networks-etp.eu) and NEM (www.nem-initiative.org) web sites will continue to be updated regularly and will be enhanced whenever deemed relevant.

The NetSoc project web site is available at netsoc.future-internet.eu and will regularly be updated. Another relevant web site for NetSoc is the European Future Internet at www.future-internet.eu.

ANNEX A TARGET GROUP OF INDIVIDUALS

Cf. attached file.

A.1 Target group of individuals for “external” promotion

A.2 Target group of individuals for “internal” promotion

ANNEX B ELEMENTS FOR PROMOTIONAL MESSAGES

Cf. attached files.

B.1 Elements for building up promotional messages

**B.2 Net!Works White Paper on "Economic impact of the ICT
sector" (Draft version)**

ANNEX C ETP DOCUMENTS ON H2020

Cf. attached files.

**C.1 Net!Works Review of EU Parliament Amendments on
Horizon2020 Proposal of the EU Commission**

**C.2 ISI proposed amendments to COUNCIL DECISION
“establishing the Specific Programme Implementing
Horizon 2020 - The Framework Programme for Research
and Innovation (2014-2020)”**