



Trusted **A**rchitecture for Securely Shared **S**ervices

D11.1 Dissemination Plan

Version 1.0

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Information Society
Technologies

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1 Introduction

The purpose of this document is to present a dissemination strategy and plan for TAS3 project activities and outcomes during the life of the project in order to create the optimal conditions for the project's growth and the exploitation of the outcomes, once the contractual period of the project is over. The aim of the strategy is both to ensure the relevance of the TAS3 outcomes for the target community and to promote take up and implementation at the widest possible level for future sustainability.

Dissemination is clearly one of the necessary conditions for the project and for the sustainability of the project outputs, since it ensures the visibility needed to reach large audiences not directly involved in the project itself at the same time, active and ongoing exploitation of the results is critical to the sustainability of the outcomes. As outlined in the project proposal, the dissemination activities of TAS3 will start at the very beginning of the project and continue through its duration.

This document, then, details the activities to be carried out in the framework of a dissemination strategy, the responsibilities to be undertaken by project partners, and the ongoing evaluation of the progress and results of such activities.

The present dissemination plan is a working tool that reflects the approach and activities outlined in the project proposal but that will be enriched by the input and achievements of all partners. The Interim and Final reports will specify the actions carried out during the project life cycle.

Two other documents will build on the *Dissemination Plan*:

- The *Communication Handbook* will describe in more details the communication methods and tools used to create a public image of the project to address our audience through different media.
- The *Exploitation & Sustainability Plan* will complement the *Dissemination plan*, focusing in greater detail on the exploitation of the final outcomes of the project.

2 Overview of Expected Results

The successful implementation of any dissemination plan rests on a clear understanding and communication of the project outcomes, which are presented below, together with the projected date of delivery.

Del. no.	Deliverable name	Delivery date (project month)
D1.1	State of the art report	M6
D1.2	Requirements assessments report	M12, M30
D1.3	Self-evaluation report	M18, M30
D1.4	Design requirements of an adjusted, process driven trust and security environment	M12, M24, M36
D2.1	TAS³ architecture	M12, M24, M36
D2.2	Lower Common Ontologies	M12, M18, M30, M36, M48
D2.3	Upper Common Ontologies	M18, M24, M36, M48
D3.1	Design of a semantic underpinned, secure, adaptable process management platform	M12, M24, M36
D3.2	Open Source software and documentation implementing the design	M18, M30, M40
D3.3	Integration with TAS³ trust applications of employment and eHealth processes	M24, M36, M48
D4.1	Specification of an identifiers engine	M12, M24, M48
D4.2	Specification of information containers and authentic repositories	M12, M36, M48
D4.3	Reference implementation	M12, M24, M36, M48
D5.1	Trust Management Architecture Design	M15

D5.2	Behavioural Trust Management Engine	M18, M27
D5.3	Novel Sources of Trust	M27
D5.4	Trust Tool Set	M18, M30, M42
D6.1	Legal requirements	M9, M24, M36, M48
D6.2	Ontology/ Privacy Policies and contractual framework	M12, M24, M36, M48
D6.3	Controlled Natural Language Policies	M30, M42
D7.1	Design of IDM, Authentication and Authorization Infrastructure	M12, M24, M36
D7.2	Open Source Software and Documentation implementing the Design	M18, M36, M48
D8.1	Repository services	M15, M27, M39
D8.2	Back office services	M15, M27, M39
D8.3	Client software	M15, M27, M39
D8.4	Integrated system	M18, M30, M42
D9.1	Pilots Specifications and Use Case Scenarios	M12, M24, M36
D9.2	Pilot Evaluation Report	M24, M36, M48
D10.1	Trustworthiness State-of-the-art	M9
D10.2	Trustworthiness Architecture and Proof of concept	M18
D10.3	Final Functional, QoS, and Usability Report	M36
D10.4	Integrated TAS³ Trustworthiness Infrastructure	M48
D11.1	Dissemination Plan & Communication Handbook	M12
D11.2	Communication: public website,	M6-M48

	newsletter, etc.	
D11.3	Events, conferences and workshops	M12-M46
D11.4	Scientific and policy publications	M6-M48
D11.5	Supporting community	M12-M48
D11.6	Exploitation and Sustainability Plan	M36, M48
D11.7	Internal Training requirements and setup	M6, M12
D11.8	Internal training for pilots	M18-M42
D11.9	External training (community)	M36-M48
D12.1	Interface management report	M12, 24, 36
D12.2	Trust & Application integration report	M18, 30, M42
D12.3	End2end System Testing report	M24,36, 48
D13.1	Project Quality Plan	M6
D13.2	Periodic reports on activity, management and financial reports	M6, M12, M18, M24, M30, M36, M42, M48
D13.3	Update implementation plan	M12, M24, M36

3 Designing the dissemination actions

The Consortium consists of 17 partners from 10 different countries in a well-balanced consortium consisting of 8 universities, 2 global companies (and several more in the pilot programmes), 4 expert SMEs, 1 governmental research institute and 2 non-profit organizations. The dissemination plan will make clear how the strength of this partnership will contribute to the widespread dissemination and take-up of TAS3 products and services, promoting the best use of resources from the early stages of the project.

The dissemination activities for the TAS3 project are under the responsibility of the leaders of Work package 11, the objectives of which are to:

- establish a strategy for disseminating the results of the TAS3 project in order to maximise the value of the interaction with the different stakeholders in the course of the project and prepare the grounds for sustainability
- produce TAS3 dissemination material and coordinate its use and coherence to the dissemination strategy
- coordinate the dissemination of TAS3 results via project specific workshops and sector event participation
- setup, coordinate and animate a network of experts (policy and implementation level) to gain feedback on the take-up and implementation of TAS3 results.
- organise the TAS3 national workshops and events with partners, network of experts and wider stakeholders.
- Create the foundations for the take-up and exploitation of the project outcomes

3.1 Target users and project stakeholders

Effective dissemination actions depend on the clear definition of their target audiences. It is essential that the primary target group be identified as the most important beneficiary of the dissemination actions. The primary target group for each output is the category of users for which the output is designed and developed, on the basis of a needs analysis or an expressed demand. The concept of secondary target groups is also important to define those categories that could use part or all of the products/services primarily designed for another group, therefore adding value to dissemination plans.

When identifying target groups for dissemination, then, a preliminary distinction should be made between “target users” - who are those who should make direct use of project outputs - and “project stakeholders” - who are those (local government, university rectorate and administrative staff, local companies, etc.) who, although not always directly involved in any project activity, share an interest in the success of the initiative. Stakeholders are particularly important in terms of sustainability because they can direct additional support towards the project or, if unsatisfied, can withdraw the support that they gave in earlier phases.

For TAS3, the *primary target groups* are as follows:

Direct beneficiaries

- Users of services dealing with personal data, in particular in the context of employment and healthcare
- Service providers in the field of employment and healthcare – employment agencies, hospitals laboratories, etc.



- Providers of technologies dealing with personal data
- Standardisation bodies

The *secondary primary target groups* are:

- Policy-makers at local, regional, national and international level

The broader group of TAS3 stakeholders will include members of the proposed community of practice as well as the network of experts. For example, the project can count on the support of the following organisations that have agreed to transfer project results to their partners and networks.

Current Associate Partners are:

- Eurorec
- Diamelle Technologies
- HR-XML Consortium Europe
- Ontology Outreach Advisory
- I&DT Services
- The eID Company
- Becta

3.2 Dissemination strategy

In order to disseminate the outcomes of TAS3, the project will work in close interaction with existing networks and associations involved directly and indirectly in identity and access management (IAM). Although the project is European, it will be important to address recognised organisations outside of Europe as they play a key role in adoption of the TAS3 technology. Those organisations will be in the field of employment, healthcare and technology.

Networks and associations (details in the annex)

- Liberty Alliance Project — will be central to our dissemination work
- HR-XML — will be central to our dissemination work for the Employability Portfolio
- OpenID
- IEEE
- OASIS Group
- Identity Commons
- American Medical informatics Association (AMIA)
- European Federation for Medical Informatics (EFMI)



- The European Health Telematics Association (EHTEL)
- HINE (Health Information Network Europe)
- HIMSS (Healthcare Information and Management Systems Society)
- EUROREC
- Health on Net Foundation
- IHE-Europe
- Medcom
- PGEU (Pharmaceutical Group of the European Union)
- Chartered Institute of Personnel and Development
- FedEE
- NESSI
- ...

A number of organisations have been identified that should be targeted for TAS3 messages and invited to join as associate partner (details in the annex):

- Google Health
- HealthVault
- NSTS (NHS Strategic Tracing Service Security Policy)
- Monster
- GenericIAM
- Medcommons
- Eures
- iProfile
- AMIA
- ActivIdentity
- Entrust Europe Ltd
- ANPE
- APEC
- Euractive
- Beta Systems Software AG
- Econet AG
- GeoTrust
- AAFP's Center for Health Information Technology
- CEDEFOP
- Ethique et Recrutement
- Adecco
- Randstad
- BHOLD COMPANY
- BiTKOO, LLC
- CA Deutschland GmbH
- CGI
- Computacenter AG & Co. oHG
- Cyber-Ark Software Ltd
- DANET GmbH
- Eurekify
- Evidian
- Fujitsu Siemens
- The Work Foundation (formerly the Industrial Society)

- HID Corporation Ltd
- IBM
- Internet Security Systems
- pTools Software
- Foursys
- Irishjobs.ie
- FAS
- Jobcentre Plus
- Kelly Services
- Bundesagentur für Arbeit (German Federal Employment Agency)
- Manpower Inc. Worldwide
- MyPHR

3.3 WP11 outcomes

The tangible outcomes of the dissemination strategy defined in the project's contract are:

- A *Dissemination Plan* (D11.1)
- A *Communication Handbook* (D11.1)
- A public website containing project public deliverables (D11.2)
- A series of newsletters (D11.2)
- A minimum of 8 public workshops held with project partners and external participants, providing review and assessment of project deliverables – as independent events or as part of larger events (D11.3)
- At least one international conference co-organized by TAS³ partners (D11.3)
- At least 10 published papers in relevant journals. to working groups by standardization / specification bodies (D11.4)
- Policy papers taken into account / referred to by at least 3 countries or leading organizations beyond the current consortium (D11.4)
- A community supporting TAS³ activities and adopting its outcomes (D11.5)
- An exploitation and sustainability plan (D11.6)
- Internal cross-domain training of TAS³ partners – Setting up a learning & knowledge repository using LCMS technology (D11.7-9)

N°	Deliverable name	Person months	Delivery date
D11.1	Dissemination Plan & Communication Handbook	4.0	M12
D11.2	Communication: public website, newsletter, etc.	12.0	M6-M48

D11.3	Events, conferences and workshops	13.7	M12-M46
D11.4	Scientific and policy publications	17	M6-M48
D11.5	Supporting community	16	M12-M48
D11.6	Exploitation and Sustainability Plan	11	M36, M48
D11.7	Internal Training requirements and setup	2	M6, M12
D11.8	Internal training for pilots	12	M18-M42
D11.9	External training (community)	6	M36-M48

4 Proposed Dissemination Actions

A range of dissemination activities has been suggested for the TAS3 project. In the table below, we have extended the description of the Dissemination Work Package (11) contained in the project proposal to outline the responsibilities of the partners, the costs entailed in carrying out the tasks and the resources required. Dissemination responsibilities for all partners have been further detailed, as well as the activities required for ensuring the sustainability of the project outcomes.

Del. no.	Deliverable name	WP no.	Lead beneficiary	Estimated Indicative person-months	Nature	Dissemination level	Delivery date (project month)
D11.1	Dissemination Plan & Communication Handbook	WP11	EIF	4.0	R	PU	M12
D11.2	Communication: public website, newsletter, etc.	WP11	EIF	12.0	R	PU	M6-M48
D11.3	Events, conferences and workshops	WP11	EIF	13.7	R	PU	M12-M46

D11.4	Scientific and policy publications	WP11	EIF	17	R	PU	M6-M48
D11.5	Supporting community	WP11	EIF	16	R	PU	M12-M48
D11.6	Exploitation and Sustainability Plan	WP11	EIF	11	R	RE	M36, M48
D11.7	Internal Training requirements and setup	WP11	NOT	2	R	PU	M6, M12
D11.8	Internal training for pilots	WP11	NOT	12	R	PU	M18-M42
D11.9	External training (community)	WP11	NOT	6	R	PU	M36-M48
D12.1	Interface management report	WP12	SYN	10	R	PU	M12, 24, 36

WP/TASK	Activity	Result/Deliverable	Involved Partner	Task Responsibility	Resources/ Costs
Production of dissemination strategy and plan	Developing the TAS3 Dissemination Strategy (Draft & Final Version) - Defining the TAS3 dissemination strategy - Drawing up and monitoring the plan for the take-up and exploitation of TAS3 results into National policy and practices	Dissemination strategy and plan	IfEL All partners	Co-ordination of production and implementation of dissemination plan Contribution to defining dissemination activities	
Design and production of dissemination media	Project Dissemination planning and production (Design and maintenance of logo and project website, newsletter, press, mailing list): - Design of project logo and dissemination material - Project website and collaborative space for partners and network - Set up and maintenance of project mailing lists (partners, experts, wider public) - Production of dissemination material (flyer, ppt-presentation etc.) - Quality control of all project dissemination material in line with the dissemination strategy	- Project logo - Project website - newsletters, media list, mailing lists - dissemination material	IfEL All partners	Co-ordination of production of dissemination media Contribution to production	
Establishing the TAS3 Community of practice	TAS3 "Community of practice" - building - Setting up a network of experts (policy and implementation levels) inline with dissemination strategy - Animating collaborative space for network of experts - Inviting experts and wider stakeholders to TAS3 events - Collating feedback and providing an analysis from outreach activities for project exploitation	Community of practice established - actively contributing to development, promotion and use of TAS3 products and services	IfEL All partners	Co-ordination of establishment and animation of community Participation in and recruitment for community	
Organisation of workshops and dissemination	Organising TAS3 workshops and round-table events Defining	- A series of workshops and other events - Workshop	IfEL	- Co-ordination of events - Reporting on events	

of results	structure/programme for TAS3 workshops in National countries • Preparing material for TAS3 workshops • Participation and animation of TAS3 workshops • Preparing and disseminating the workshop reports • Presenting TAS3 results at sector events & conferences	outcomes for dissemination • Contribution to development of project deliverables • Recruitment of users • Activities and results of TAS3 publicised internationally	All partners	• Dissemination of outcomes • Hosting of workshops where appropriate • Contribution to reporting and dissemination	
Organisation of TAS3 conference	International conference • Organising the TAS3 final project conference • Establishing the conference programme • Preparing Conference presentations and materials • Marketing the conference • Writing the Conference report	• Project conference • Recruitment of users • Activities and results of TAS3 publicised internationally	ElfEL All partners	Co-ordination of conference logistics, programming, marketing and reporting Contribution to conference planning and organisation	
Media dissemination	Use of all relevant media and occasions to promote the activities and outcomes of the TAS3 project, for example, • Project space on own websites • Dissemination of TAS3 newsletters, news releases etc • Incorporation of TAS3 news in own newsletters • Production of news releases in own country • Use of own mailing lists to inform about the project • Presentations at appropriate events	• Effective exploitation of existing media • Production of project-specific media • Activities and results of TAS3 publicised internationally	ElfEL All partners	Co-ordination of media dissemination activities Contribution to dissemination of project activities and outcomes	



5 Partner reporting of dissemination activities

WP11 has set up a reporting system for dissemination activities that can be reached online via <http://www.tas3.eu/dissemination.html>

The reporting system is very light-weight and flexible on the front-end (which project partners use), whilst very powerful and robust on the back-end in terms of reliability and reporting statistics.

Below is a representation of the fields of the form:

5.1 TAS³ Dissemination activities

Please enter the fields below to report your dissemination activity.

Q.1

Name *

First Name

Last Name

Q.2

Partner Name *

Q.3

Name of activity *

Please provide a short name for the activity you have undertaken.

Q.4

Type of activity *

Please describe the type of dissemination activity (presentation, paper, etc.)



Q.5

Location *

Country, City

Q.6

Date *

At which date did the activity take place?

 / MM / DD YYYY

Q.7

Other TAS³ partners involved

Please note whether and which other TAS³ partners were involved

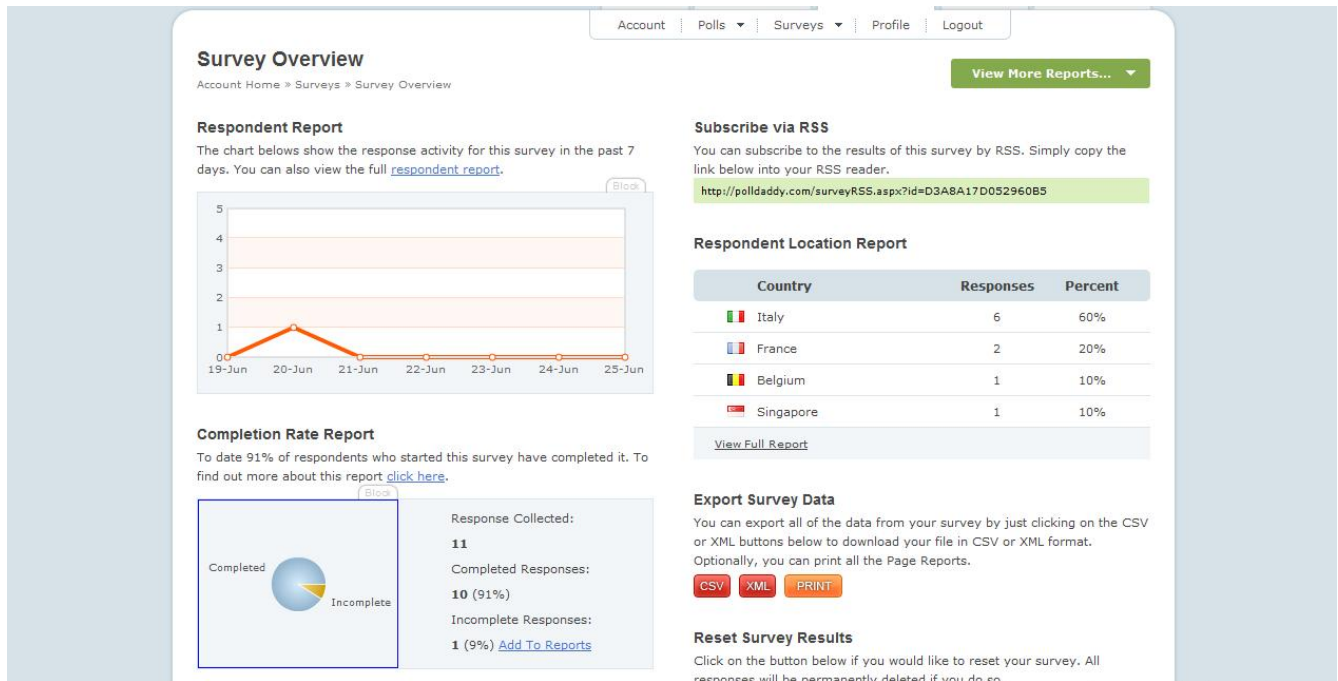
Q.8

Additional information

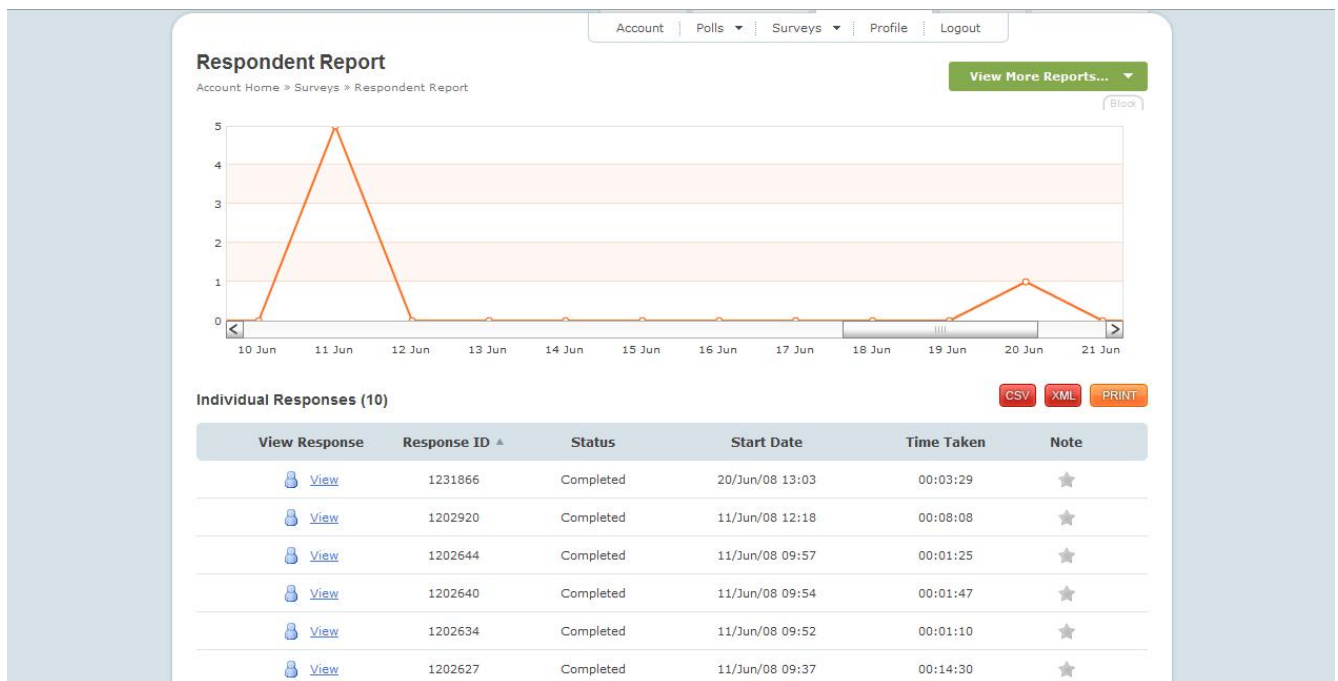
You can share some extra thoughts, URLs, etc. here.

Continue

The online form allows us to quickly collect all dissemination activities and then evaluate them in the back-end. Below are a few screenshots from the back-end system:



Survey Overview screen



Collective respondent report screen

Account
Polls
Surveys
Profile
Logout

View Respondent

Account Home » Surveys » Respondent Report » View Respondent

PRINT
DELETE RESPONSE

PAGE 1

Q.1 Name
Antonia Bertolino

Q.2 Partner Name
CNR

Q.3 Name of activity
Paper accepted for publication at SEAA2008

Q.4 Type of activity
Scientific paper

Q.5 Location
Pisa

Q.6 Date
5/1/2008
(mm/dd/yyyy)

Q.7 Other TAS³ partners involved
Guglielmo De Angelis - CNR (co-author) Francesca Lonetti - CNR (co-author) Antonino Sabetta

Respondent Information

IP Address:
146.48.84.47

Response ID:
1202644

Location:
 **Italy**

Start time:
Jun 11 2008 4:57AM

Finish Time:
Jun 11 2008 4:58AM

Note This Response:
★

Responses

8 of 10

Individual respondent report screen

Account
Polls
Surveys
Profile
Logout

Report: Page 1

Account Home » Surveys » Report: Page 1

View More Reports...

Q.1 Name

MORE DETAILS

People who answered question: **10** (100%)

People who skipped question: **0** (%)

Q.2 Partner Name

MORE DETAILS

People who answered question: **10** (100%)

People who skipped question: **0** (%)

Q.3 Name of activity

MORE DETAILS

People who answered question: **10** (100%)

People who skipped question: **0** (%)

Q.4 Type of activity

MORE DETAILS

People who answered question: **10** (100%)

People who skipped question: **0** (%)

Survey question statistics screen

6 Monitoring and evaluation

All project activities are subject to monitoring and evaluation as part of an ongoing quality control. The principal purpose of this process in the case of dissemination activities is to assess the impact of the project on targeted stakeholders in order to future sustainability. The following table details key indicators of the success of the activities.

6.1 Criteria

The dissemination strategy will be successful if:

- **Public website statistics** report at least 300 unique visitors per month and at least 3,000 web downloads of project public deliverables within 18 months
- Minimum of **8 public workshops** held with project partners and external participants, providing review and assessment of project deliverables – as independent events or as part of larger events
- At least **200 delegates** attending the track organized by TAS³ partners in an international conference
- At least **10** published **papers** in relevant journals
- Regular publication of the **newsletter** (bimonthly) and number of **readers over 3,000**
- At least **300 external references** to TAS³ and its deliverables within 18 months
- Invitations to **working groups** by standardization / specification bodies
- **Policy papers** taken into account / referred to by at least 3 countries / leading organizations beyond the current consortium
- Establishment of a **network** of at least **100 European experts**, professionals, policy makers supporting the outcomes of TAS³
- All partners have a unified and deeper understanding of the TAS³ philosophy, architecture, modules, workflow and integration issues involved.

The project will measure the efficiency and outcome of the training using surveys and progress review.

Dissemination Activities	Results	Indicators of effectiveness
Developing the TAS3 Dissemination Strategy (Draft & Final Version) • Defining the TAS3 Dissemination Strategy • Drawing up and monitoring the plan for the take-up and exploitation of TAS3 results into National policy and practices	• TAS3 Dissemination strategy • TAS3 Dissemination plan	• Validation of plan by all partners • Validation by external expert • Updating of plan • Ongoing evaluation of relevance of plan to

Dissemination Activities	Results	Indicators of effectiveness
		outcomes
Project Dissemination planning and production (Design and maintenance of logo and project website, newsletter, press, mailing list): • Design of project logo and dissemination material • Project website and collaborative space for partners and network • Set up and maintenance of project mailing lists (partners, experts, wider public) • Production of dissemination material (flyer, ppt-presentation etc.) • Quality control of all project dissemination material in line with the dissemination strategy	Project logo and presentation material Project website	• Number of visitors to TAS3 website • Number of requests for information • Participation rates on website – use of collaborative tools – fora, wikis, blogs • Validation of quality of dissemination material by partners and external experts
TAS3 "Community of practice" - building • Setting up a network of experts (policy and implementation levels) in-line with dissemination strategy • Animating collaborative space for network of experts • Inviting experts and wider stakeholders to TAS3 events • Collating feedback and providing an analysis from outreach activities for project exploitation	Network of experts Experts and stakeholders feedback report	• Creation of active network contributing to the production of TAS3 results • Participation rate and quality of contributions to collaborative space • Quality of feedback in preparation for result sustainability
Organising TAS3 workshops and events • Defining structure/programme for TAS3 workshops in National countries • Preparing material for TAS3 workshops • Participation and animation of TAS3 workshops • Preparing and disseminating the	National workshops	• Attendance at and participation in events • Quality of presentations • Contribution of

Dissemination Activities	Results	Indicators of effectiveness
workshop reports Presenting TAS3 results at sector events & conferences		workshop outcomes to production and use of TAS3 results - Growth of community of practice and network of experts - Requests for involvement in pilots and use of tools
International conference - Organising the TAS3 final project conference - Establishing the conference programme - Preparing Conference presentations and materials - Marketing the conference - Writing the Conference report	Conference and report	- Number of participants attending sessions - Quality of conference materials - Feedback from attendees - Quality of conference report
Use of all relevant media and occasions to promote the activities and outcomes of the TAS3 project, for example, - Project space on own websites - Dissemination of TAS3 newsletters, news releases etc - Incorporation of TAS3 news in own newsletters - Production of news releases in own country - Use of own mailing lists to inform about the project - Presentations at appropriate events	A high profile for TAS3 in partner countries and at a European level	- Quantity of dissemination activities carried out by partners - Impact of activities in terms of requests for information, participation in community of practice, involvement in pilots, decision to use TAS3 outcomes post-

Dissemination Activities	Results	Indicators of effectiveness
		project – presented in partner dissemination reports
Sustainability of TAS3 project: • Sustainability plan for partner countries • Contact with policy-makers to obtain endorsement of approach • Follow up of dissemination efforts to evaluate impact • Inclusion of methods in existing teacher training curricula • Adoption of approach in schools	Integration of TAS3 outcomes in existing provision	• Feasibility of partners' country sustainability plan • Feasibility of European sustainability plan • Commitment of organisations to include methodology and tools • Commitment of organisations to continue/start to use the TAS3 approach and tools



Annex

TAS3 Stakeholders.pdf