Collaborative Open Market to Place Objects at your Service

D8.1.2
Dissemination Plan

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Abstract

The COMPOSE project deliverable D8.1.2 "Dissemination Plan" describes the overall strategy and approach for the dissemination of technical and knowledge results that will be developed within the COMPOSE project. The deliverable illustrates the drivers and the rationale behind the approach to dissemination and clarifies all the dimensions and tools necessary to produce a clear communication framework.

This document is structured in four main parts. The first part of the document addresses the clear identification of dissemination objectives, the description of strategy and approach to address them. In particular, the core elements of the dissemination plan – target groups, contents and channels - are defined and described. In this section the strategic relationship between the three elements will be elaborated, i.e. through which channel we will reach a specific target, and which specific contents will be disseminated through the specific channels. The second part will present the identification and high level scheduling of the most meaningful events that will be organized by the project in order to directly involve external partners and external communities in supporting, validating and contributing to project objectives. The third part is dedicated to the identification of the main targets that the project will address in order to build a real community of interest and of contributors around the project. The last part of the document is dedicated to the definition of the operational plan for dissemination in order to internally define and share procedures and templates that will be in use for the entire COMPOSE project duration.

Document History

Version	Date	Comments
V0.1	10/04/2013	Initial Draft for internal CREATE-NET review. Author: Francesco Botto (CN). Direct contributors: all partners
V0.2	15/04/2013	First version for internal project review
V1	30/04/2013	Final version

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Acronyms

Table 1: Acronyms table

Acronym	Meaning
COMPOSE	Collaborative Open Market to Place Objects at your Service
IoT	Internet of Things
IoS	Internet of Services
FI	Future Internet
SME	Small Medium Enterprise
Hackathon	An event in which computer programmers and others in the field of software development, as well as graphic designers, interface designers and project managers collaborate intensively on software projects (also known as a *hack day*, *hackfest* or *codefest*)

1 Introduction

The dissemination plan is one of the strategic documents of the COMPOSE project. In fact, this plan will clearly identify the objectives, the strategies, all the dimensions that constitute a project dissemination activity, all the elements and tools necessary to perform the communication operations, finally arriving to the definition of the internal organization of dissemination internal procedures. These pillars will be in use for the entire duration of the project to communicate with the external world.

1.1 High Level Objectives for Dissemination Activities

The overall objective of the dissemination activities is to ensure visibility for the COMPOSE project, in order to maximize its impact on the broader audience. This overall objective can be in turn split in two distinct sub-goals, according to the ways in which information about the project is distributed and communicated to the target audience, i.e.:

- *Disseminate project results* - create *awareness* of the COMPOSE framework inside the scientific, business and potential end users communities and potential technology adopters.
- *Engage external communities* - for producing tangible products using COMPOSE marketplace and framework.

A successful dissemination of project results must involve the concept, the developments, and findings that will come out of the project. All need to be effectively communicated and shared in a variety of ways with all relevant key actors (industrial stakeholders, software communities, SMEs, public sector, citizens), in an interactive way that will allow the collection, analysis and integration of their feedback at key points of the specification, design, development and evaluation work. This implies the need to directly attract networks/partners for COMPOSE's results and its follow-up, aspiring to form an active community around the platform.

The dissemination activities aim indeed to promote the European dimension of the COMPOSE project, as well as to encourage the cooperation at the national, European and international levels with other projects and initiatives in the same domain.

1.2 Strategy and Approach

The dissemination strategy is a necessary part of a successful proposed scope-of-work. With effective dissemination, the awareness, recognition, and possible use of our project outcomes can be greater, and planning can help achieving this result.

In carrying out a dissemination activity, the project must systematically distribute information and knowledge through a variety of ways to potential users or beneficiaries.

The analysis performed during the dissemination plan definition has led to the identification of all the relevant dimensions under which the COMPOSE dissemination will be undertaken:

- *Dissemination Events*: actively participate in already existing dissemination events (scientific, business, software development, institutional events, EU concertation activities) and organize COMPOSE initiated events (such as conferences, workshops,

but also trainings) in order to raise awareness among the relevant target audiences and communities.

- *Publications:* publish project outcomes in a variety of relevant online and paper journals, for scientific, business and general contents publication.

- *Digital Channels*: adoption of digital channels (*website* and *social network*) for direct dissemination of contents to relevant target audiences.

- *Other Informative Channels*: Adoption of any other dissemination channel (press, TV) in order to improve the dissemination activity of COMPOSE project results.

- *Community Building*: sustain the creation of a community around the COMPOSE platform, by leveraging partners' existing programs, related communities, and experience in organizing specific events.

- *Project Cooperation and Collaboration***:** cooperation and collaboration with IoS and FI projects. Identify and setup collaborations with other projects and initiatives in the same target domains to seek opportunities to join forces on technological grounds and sharing dissemination and training opportunities.

The COMPOSE project will target different objectives, tools and ways to communicate and interact with potential stakeholders during project lifecycle.
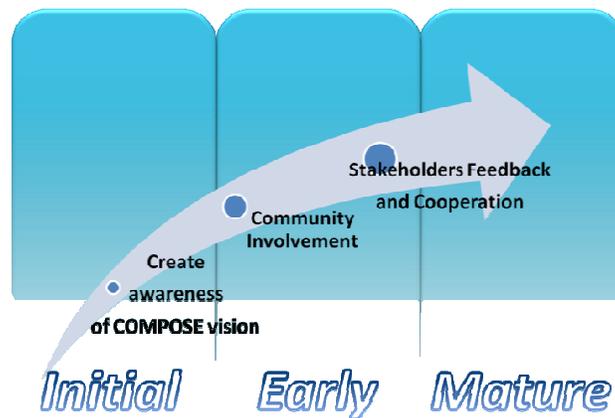
Figure 1: The COMPOSE project dissemination phases

The dissemination phases of the COMPOSE project can be summarized as follows:

1. **Initial** project phase: create awareness of the COMPOSE vision and establish contacts with relevant communities.

2. **Early** community involvement: involve the developers' community starting from the first releases of the COMPOSE marketplace infrastructure.

3. **Mature** community involvement: increase the dissemination activities when the community involvement and feedback received starts being vital, with the need to continue sustaining the process.

2 Objectives, Targets, Contents and Channels

The dissemination plan has been developed having in mind the need to explicitly identify the following **core** elements:

- *The Objectives ("why")*: the aim of the COMPOSE dissemination activities that the dissemination plan identifies.
- *Target groups ("to whom")*: the actors that should be reached by the dissemination activities.
- *Contents ("what")*: the typology of messages that should be sent to the target groups in order to reach the dissemination objectives.
- *Channels ("how")*: the media and events used for disseminating COMPOSE results.

2.1 Operational Objectives for the Dissemination Plan ("*Why*")

A set of additional specific objectives need to be further identified and described - i.e. the set of operational requirements that will effectively drive the realization of the operational plan of project dissemination - in addition to the high level objectives that the dissemination plan addresses and that have already been described in the previous section. These objectives have to be verified during the whole project lifecycle:

1. *Targets identification and refinement*: the project dissemination targets have to be initially identified – both dissemination categories and specific strategic groups/institutions – then the strategic target groups list must be continuously reviewed and integrated during the project lifetime.

2. *Content monitoring and production*: the COMPOSE dissemination contents produced by partners must be monitored for further dissemination activities and opportunities, and specific dissemination contents should be identified and produced or sustained by the COMPOSE dissemination team.

3. *Channels identification, creation and maintenance*: the project dissemination channels have to be identified by considering the best strategy for reaching the target groups. Channels should be identified and maintained in order to allow the best dissemination activity.

4. *Sustain inter-project cooperation*: the effect of project visibility on specific target groups (i.e.: similar project/initiatives) should be the establishment of inter-project cooperation in the Smart Cities, IoT and IoS clusters.

5. *Public events organization:* specific streams will be organized within existing events. The Final COMPOSE Conference will be organized to disseminate the project results.

6. *Sustain specific networks and communities* that will be linked to the COMPOSE project through the identification of specific operational procedures.

7. *Organization of software training events*: the COMPOSE team will initiate training events for its platform for relevant software developers in order to increase project visibility and obtain the needed feedback virtuous circle for the platform further development and adoption.

2.2 Dissemination TARGET GROUPS ("*To whom*")

COMPOSE dissemination actions aim to develop visibility and collaboration with many different key actors, and more specifically with the following groups' types:

1. **Scientific community**: academic associations and groups (i.e.: IEEE, ACM ...)
2. **Business community**: SMEs, large corporations, commercial and industrial associations and groups (i.e.: Abertis Smart Partner Program …)
3. **Software developers**: individuals and developers associations (i.e.: Web of Things community, GitHub community ...)
4. **Public sector**: local, national, European, international institutions and agencies (i.e.: IoT Council ...)
5. **Citizens**: individuals, entrepreneurs, and associations.

The COMPOSE consortium identified an initial number of communities and institutions (agencies, associations, consortiums, clusters, networks) which are of strategic interest for the project. The list will be refined during the course of the project lifetime. Identified strategic communities are listed in Section 4.1.

2.3 Dissemination CONTENTS ("*What*")

The dissemination activities will be addressed in order to monitor the following items related to the COMPOSE project:

- Relevant scientific conferences and workshops.
- Relevant business/commercial/industrial conferences and workshops.
- Scientific/business/press articles produced by partners.
- SW development meetings and groups.
- Relevant international/national/local events.
- Relevant public sector related events.
- Web and social media contents.
- Similar projects and communities (Smart Cities, IoS, IoT...).

More specifically the dissemination activities will monitor, collect and disseminate the following contents relating the COMPOSE project:

1) **Publications:**
   a) Scientific Journals and online papers (articles)
   b) Scientific Conference and workshops papers (papers)
   c) Business and technical articles
   d) Press releases
2) **Interactive contents:**
   a) Presentations

      b) Brochures/flyers

      c) Posters

      d) Videos and demonstrations

      e) Blog entries

      f) Social media posts/material

3) SW prototypes and material

      a) Demo application

      b) Demo components and services (in the marketplace)

      c) Training material

4) Linkages to related projects (especially Smart Cities and IoS clusters)

5) Events notification

2.4 Dissemination CHANNELS ("*How*")

The following channels will sustain the project dissemination:

A   Web and social:
      1 Website
      2 Newsletter
      3 Blog
      4 Facebook
      5 LinkedIn
      6 Twitter
      7 GitHub

B   Media:
      8 TV
      9 Press

C   Public events and workshops:
      10 Scientific events
      11 Business events (commercial and industrial)
      12 Institutional events (EC events, National events, Regional events…)
      13 Developers events (Training sessions and Hackathons)

2.4.1 Description of the specific channels

Website: the COMPOSE website (http://www.compose-project.eu/) is the main dissemination channel for the COMPOSE consortium and is organized with a centralized contents upload service managed by CREATE-NET.

Newsletter: a COMPOSE newsletter will be periodically disseminated to the identified targets communicating project results and core issues.

Social Media: all the COMPOSE project partners will contribute to the content management of the COMPOSE pages of some relevant social media in order to attract the most visitors. The identified social media services are: **Blog**, **Facebook**, **LinkedIn**, **Twitter** and **GitHub**.

TV: the COMPOSE partners and dissemination team will aspire to use all the needed national and local TV channels in order to enlarge the project visibility at local and national level.

Press: the COMPOSE partners will disseminate project results and announce events organized under the project umbrella on local and national newspapers, magazines and specialized journals, both paper-based and online.

Scientific events: the dissemination of COMPOSE results during national and international scientific conferences and workshops will be mostly the responsibility of research and academic partners of the project.

Business events: the COMPOSE partners will disseminate project activities and results also during commercial and industrial events.

Institutional events: the COMPOSE partners will disseminate project activities and results during institutional events at international, European, National and local levels.

Developers events: the COMPOSE partners and dissemination team will disseminate project activities and results during training sessions and Hackathons (the early plan will be explained in the 3rd section of this document).

2.4.2 Targets and channels (*"who" vs. "how"*)

The following table summarizes the specific relationships among the channels ("how") that will be put in place as part of the dissemination activities to reach the different targets of the project ("who"):

Table 2: Dissemination targets reached by specific channels

	TARGETS Dissemination CHANNELS	1 – Scientific community	2 – Business community	3 – Software developers	4 – Public sector	5 – Citizens
	A - Web and social					
1	**Website**	✓	✓	✓	✓	✓
2	**Newsletter**	✓	✓	✓	✓	✓
3	**Blog**	✓	✓	✓	✓	✓
4	**Facebook**	✓	✓	✓	✓	✓
5	**LinkedIn**	✓	✓	✓	✓	
6	**Twitter**	✓	✓	✓	✓	✓
7	**GitHub**			✓		
	B – Media					
8	**TV**				✓	✓
9	**Press**	✓	✓	✓	✓	✓
	C – Public events and workshops					
10	**Scientific events**	✓				
11	**Business events**		✓			
12	**Institutional ev.**	✓	✓	✓	✓	✓
13	**Developers ev.**			✓		

2.4.3 Contents and Channels *("what" vs. "how")*

The following table summarizes the specific relationships among the channels ("how") that will be used as tools for realizing the dissemination activities and the type of content that will be produced ("what"):

Table 3: contents types planned to be disseminated through specific channels

CONTENTS / CHANNELS	1 – Publications				2 – Interactive Contents						3 – SW material & prototype			4 – Projects links	5 - Events notification
	a	b	c	d	a	b	c	d	e	f	a	b	c		
A - Web and social															
1 Website	✔	✔	✔	✔	✔	✔	✔	✔						✔	✔
2 Newsletter	✔	✔	✔	✔	✔	✔	✔	✔						✔	✔
3 Blog									✔						
4 Facebook	✔	✔	✔	✔	✔	✔	✔	✔		✔				✔	✔
5 LinkedIn	✔	✔	✔	✔	✔	✔	✔	✔		✔				✔	✔
6 Twitter	✔	✔	✔	✔	✔	✔	✔	✔		✔				✔	✔
7 GitHub											✔	✔	✔	✔	✔
B - Media															
8 TV					✔			✔							✔
9 Press	✔			✔											✔
C – Public events and workshops															
10 Scientific ev.		✔			✔	✔	✔	✔						✔	✔
11 Business ev.			✔		✔	✔	✔	✔						✔	✔
12 Institutional events				✔	✔	✔	✔	✔						✔	✔
13 Developers ev.					✔	✔	✔	✔			✔	✔	✔	✔	✔

CONTENTS index:
1) *Publications:*
   a) *Scientific Journals and online papers (articles)*
   b) *Scientific Conference and workshops papers (papers)*
   c) *Business and technical articles*
   d) *Press releases*
2) *Interactive contents:*
   a) *Presentations*
   b) *Brochures/flyers*
   c) *Posters*
   d) *Videos and demonstrations*
   e) *Blog entries*
   f) *Social media posts/material*
3) *SW prototypes and material*
   a) *Demo application*
   b) *Demo components and services (in the marketplace)*
   c) *Training material*
4) *Linkages to related projects* (especially Smart Cities and IoS/IoT clusters)
5) *Events notification*

3 Training, Events and Reports

In this section we present the tentative scheduling of training/developers events (in section 3.1); other events - such as the COMPOSE Final Conference (see section 3.2); the strategic external events where project results should be disseminated (see section 3.3); and project reports concerning dissemination activities (see section 3.4). Last, a summarized activity plan is defined (in section 3.5).

3.1 Training events to be created by the project

Within the COMPOSE project several developers and training events will be organized (Task 8.2) with the aim to:

   a. Involve SW developers and sustain the technical development of the platform, and

   b. Gather feedbacks and evaluations on our work.

At least 3 hackathons among the following possible ones will be organized (considering also budget constraints):

   1. **Hackathon in Zurich**, September 2013 (M11)

   2. **Hackathon in London**, June 2014 (M20)

   3. **Hackathon in Trento**, October 2014 (M24)

   4. **Hackathon in Barcelona**, April 2015 (M30)

3.1.1 First Hackathon

__Organized by EVT in Zurich (co-located with the UbiComp event), September 2013 (M11).__

Technology involved: External API and interfaces. Mainly how devices (sensors & actuators) can connect to the COMPOSE platform to send sensor data and receive commands, and how external application developers can build simple Web apps that read data from the engine and control devices.

Aim: Focus is on interfaces to get data in/out and stored while being made searchable in the COMPOSE platform. It is aimed as a sanity check of our assumptions about the APIs and data models. Collect feedback from developers.

Rough setup: Two main groups will be invited:

   1. Device providers (e.g. openpicus, libelium, and others) that can provide a set of devices that are pre-programmed to send sensor data to COMPOSE and receive commands from external applications (sensor data, device registration using minimal semantic mark-up).

   2. Data hackers and app developers related to IoT technologies, that will build prototypes of apps that connect to the COMPOSE devices (directly or mediated via the COMPOSE platform).

3.1.2 Second Hackathon

__Organized by EVT in London, June 2014 (M20)__

Technology involved: More elaborate integration of data in EVT engine (API documentation of several devices) and the COMPOSE platform, 3rd party devices and developers, with more elaborate data integration and processing (simple queries, real-time monitoring).

Aim: Mainly test an initial version of the platform that supports the creation of basic data processing/rules. Test initial assumptions about rules/queries.

Rough setup: Similar to Hackathon 1 two main groups will be invited:

1. Device providers (e.g. openpicus, libelium, and others) that can provide a set of devices that are pre-programmed to send sensor data to COMPOSE and receive commands from external applications (sensor data, device registration using minimal semantic mark-up).

2. Data hackers and app developers that will build prototypes of apps that connect to the COMPOSE devices (directly or mediated via the COMPOSE platform).

The main difference between this event and Hackathon 1 is the involvement of fewer participants, while being more focused on building more elaborate workflows that highlight data integration across devices (simple rules, such as, when temperature sensor of device #1 is above 40°, then send an actuator command to device #2, and a notification to a user).

3.1.3 Third Hackathon

Organized by CREATE-NET in Trento, October 2014 (M24)

Technology involved: External APIs and interfaces for collecting data aggregated by COMPOSE platform. Mainly demonstrate how external developers can benefit from COMPOSE and utilize APIs for building custom applications (both web and mobile applications) based on the Trentino use case data.

Aim:

- Identifying potential exploitation of the COMPOSE platform by both business and community developers (makers) by evaluating how developers can use the data through the COMPOSE APIs for application development.

- Disseminating the COMPOSE platform in national and international level as a collection of services and an IoT platform.

- Collecting valuable feedback that will be used to assess the APIs and evaluate the COMPOSE platform in terms of efficiency and performance in both collecting and exposing data through the appropriate interfaces.

Rough setup: Two groups will be mainly invited:

1. Application (mobile and web) developers with special commercial interest in exploiting the data and services of COMPOSE.

2. Researchers and any other type of developers who would like to build applications that interact with users in smart ways about the collected data or build applications for further data processing (e.g., data mining).

3.1.4 Fourth Hackathon

Organized by RETE/BDIGITAL in Barcelona during the Final Conference (M30)

Technology involved: Compose SDK, marketplace and smart objects.

Aim: We will test the use cases and validate COMPOSE Platform. It is a check of the Final Compose architecture and platform.

Rough setup: Two main groups will be invited:

1. Partners enrolled in ASPP to provide infrastructure which feeds the Compose platform.
2. Application developers that will build prototypes of apps that connect to the COMPOSE SDK.

3.2 Final COMPOSE Conference

Finally, the **COMPOSE Conference** will be organized in Barcelona in April 2015 (M30). During the conference, project results will be presented and key actors (industrial stakeholders, SW communities, SMEs, public sector, citizens and IoS cluster partners) will be invited in order to reach the best visibility.

According to the DoW (page 37), the COMPOSE Conference:

"(…) will target the developers' community at the European level, non-governmental bodies, and international organizations. The aim will be to discuss the most efficient high-level implementation strategies for COMPOSE project outputs and to provide recommendations on the European scale for future needs and possibilities. The event will comprise:

- *Plenary sessions to present the project*
- *Presentation of the architecture*
- *Project demos of applications built*
- *A round table discussion including partners and stakeholders to provide a representative view of research and technology needs and future implementation strategies, Audience participation will be encouraged.*

The proceedings and conclusions from the conference will be placed on the COMPOSE website."

3.3 External Events

This section contains a list of public events with context related to the COMPOSE project. The events are both of research/academic interest (like national and international conferences and workshops) and of business-community dissemination interest (like industrial and commercial events, s/w development events, networking events, etc.).

The following table presents a list of scientific events which the consortium partners consider as potential channels for disseminating the **scientific progress and results** of COMPOSE. The list will be continuously revised and improved during the project timeline.

Table 4: channels for disseminating the scientific progress and results of COMPOSE

#	Name	Description	Link	Impact
1	**PITSaC**	International Workshop on Pervasive Internet of Things and Smart Cities	http://ants-webs.inf.um.es/conferences/pitsac/?m=1	High Impact - related to IoT and COMPOSE Use cases (Smart Cities)

2	**PerCom**	IEEE International Conference on Pervasive Computing & Communications	http://www.percom.org	High impact/visibility - Average relevance to the project
3	**IoT-SoS**	IEEE Workshop on Internet of Things: Smart Objects and Services	http://www2.ing.unipi.it/iot-sos2013	High impact/visibility - very related to interconnecting objects and services
4	**esIoT**	International Workshop on Extending Seamlessly to the IoT	http://www.esiot.com	Average impact, highly related content
5	**ruSMART**	International Conference on IoTs and Smart Spaces	http://rusmart.e-werest.org/cfp.html	Good impact, high relevance to the project
6	**AINA**	The 27th IEEE International Conference on Advanced Information Networking and Applications	http://www.aina-conference.org/2013/	Good impact, general context, context relative to various aspects of the project
7	**DisCoTec**	International federated conference on distributed computing techniques	http://www.discotec.org/	Average impact, context related to very specific aspects of the project
8	**Future Network and Mobile Summit**	Future Network and Mobile Summit	http://www.futurenetworksummit.eu/2013/	High impact for EU projects, networking and dissemination opportunities
9	**WATCC2013**	Workshop on Advanced Technologies of Cloud Computing	https://sites.google.com/site/watcc2013/	Average impact, context related to very specific aspects of COMPOSE
10	**CloudCom**	IEEE International Conference and Workshops on Cloud Computing Technology and Science	http://2013.cloudcom.org/	High impact, main conference related to specific aspects of the project
11	**HCI 2013**	The 27th International Human Computer Interaction Conf.: The IoT	http://hci2013.bcs.org/	Medium impact, conference context related to IoT
12	**iThings**	IEEE International Conference on IoTs	http://www.china-iot.net/iThings2013.htm	High impact/visibility - One of the first IEEE conferences on IoT
13	**UBICOMP**	The ACM International Joint Conference on Pervasive and Ubiquitous Computing (UbiComp 2013 is the result of a merger of the two most known conferences in the field: Pervasive and UbiComp)	http://www.ubicomp.org/	High impact, main conference related to ubiquitous computing aspects of the project

Respectively, the following table presents a list with **suggested business and networking-related events** where the COMPOSE results and events may be disseminated. The list will be continuously revised and improved during the project timeline.

Table 5: Business and networking-related events for disseminating the COMPOSE progress and results

#	Short Name	Description	Link	Impact
1	**Internet of Things Event**	European Seminar and Exhibition about IoT Use Cases	http://iotevent.eu	High impact, many business stakeholders attending. Opportunity to exhibit COMPOSE project goals (posters, flyers, etc.)
2	**M2M & Internet of Things Exhibition**	Business Forum and Exhibition in the EU	http://m2minternetofthings.com	High impact, considerable opportunity to exhibit COMPOSE project goals (posters, flyers, etc.)
3	**Smartcity Expo World Congress**	Business Forum and Exhibition in Barcelona. A congress which is spearheading the movement to develop smart communities that will drive forward innovative, sustainable cities.	http://www.smartcityexpo.com/en/home	High impact, considerable opportunity to exhibit COMPOSE project goals (posters, flyers, etc.)
4	**Mobile World Congress**	MWC is one of the biggest mobile events in Barcelona	http://www.mobileworldcongress.com/	High impact, considerable opportunity to exhibit COMPOSE project goals (posters, flyers, etc.)
5	**Abertis Smart Partner Program (aspp)**	ASPP is a program that involves different companies in order to test and promote their solutions in a real environment (Smartzone)	http://aspp.smartabertis.com	Opportunity to show COMPOSE project and engage new participants.
6	**The Annual Internet of Things Europe**	EU Conference related to EU progress (with special focus on business) within the IoT	http://www.eu-ems.com/summary.asp?event_id=124&page_id=991x%x%	High impact, Great attendance by IoT stakeholders
7	**IoT Week**	Event with talks about businesses and trends, IoT Architecture, interoperability, IoT deployments, business models, IP technologies for the IoT, and further societal, ethical and security aspects of the IoT technologies	http://www.iot-week.eu	Various IoT EU research projects are involved during the IoT Week

3.4 Dissemination and Training Plans and Action Reports

The COMPOSE Dissemination Plan (D8.1.2 - M6) will be followed by periodic action reports:

- D8.131 Dissemination Action Report (M12: CN)
- D8.132 Dissemination Action Report (M24: CN)
- D8.133 Dissemination Action Report (M36: CN)

The **COMPOSE Training Plan** (D8.2.1-M12) will be followed by periodic action reports:

- D8.231 Training Actions Report (M24: EVT)
- D8.232 Training Actions Report (M36: EVT)

3.5 Activity plan

The following figure summarizes the main tasks and deliverables of the dissemination effort that will be realized during the project lifecycle:
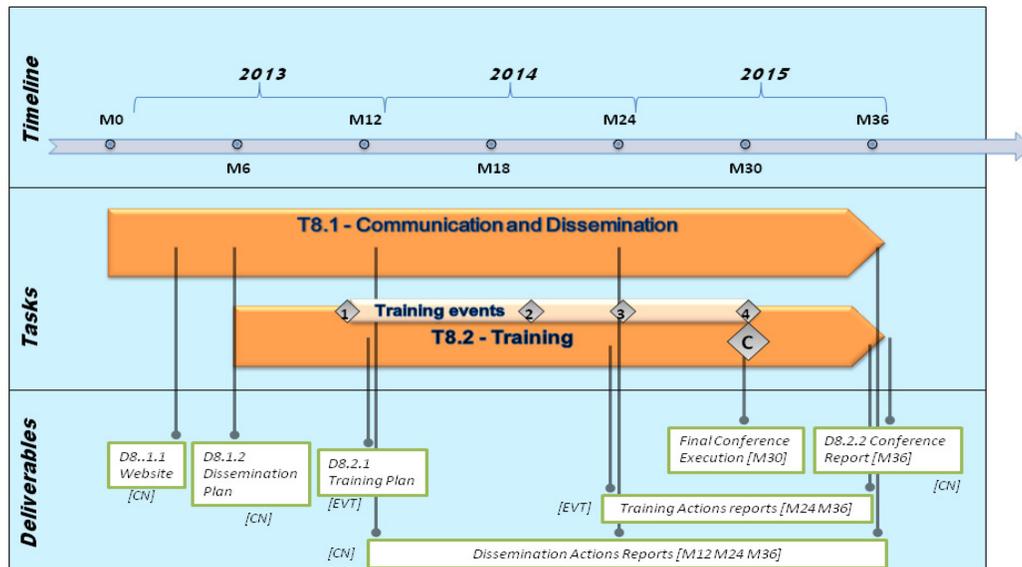

Figure 2: COMPOSE Dissemination Activity Plan

4 Community Building

The COMPOSE project dissemination activities are addressed to different types of communities. In this section the strategic communities identified at the beginning of the project are presented. The list is subject to further review and integration. The COMPOSE project will strive to engage in these strategic communities activities.

For each strategic community indicated below a specific project partner will be in charge and will bear the responsibility to maintain communication and linking to it. Specific operational plans for supporting the community building process will be agreed upon between the dissemination manager and the specific partner handling the relationship as part of the dissemination activities of the partner.

4.1 Strategic communities

Table 6: Strategic communities list

Target type	Communities and institutions of strategic interest:	Reference Partner
Scientific community	• **IEEE Internet of Things Community**, Scientific community comprised of those involved in research, implementation, application, and usage in this internet-enabled vision of the IoT. http://www.comsoc.org/blog/internet-things-and-things	• **EVRYTHNG**
Business community	• **Abertis Smart Partner Program** (ASPP), ASPP is a program that involves different companies in order to test and promote their solutions in a real environment (Smartzone), http://aspp.smartabertis.com/	• **RETEVISION**
SW developers	• **Building Internet of Things Blog**, Collection of hardware- and software-based projects (with focus on DIY community and open source h/w-s/w). http://blog.buildinginternetofthings.com/	• **CREATE-NET**
Public sector	• **IoT Council,** Non Profit Organization for the promotion of the IoT in Europe, Hosts news and presentations about projects and events. http://www.theinternetofthings.eu/	• **BDIGITAL**
Citizens	• **Postscapes**, Collection of IoT related projects, http://postscapes.com/ More than 400 projects featured, more than 500 visitors daily	• **CREATE-NET**
	• **Web of Things**, Web portal about news, events, thoughts and ideas on the IoT. Many events, applications and IoT ideas are shared within the community. http://www.webofthings.org/	• **EVRYTHNG**
	• **Internet of Things meetups,** Meetups of the IoT communities around the world http://www.meetup.com/iotbarcelona/ http://www.meetup.com/iotmunich/ http://www.meetup.com/iot-zurich http://www.meetup.com/iotlondon/ http://www.meetup.com/sensemakersams/	• **BDIGITAL**
	• **City Walkshops,** A city walkshops are walking workshops. It is a short engaging activity to involve people in the physical world of a city, to observe and to document where the digital	• **BDIGITAL**

| | world is sensing our presence and our environment while we are part of it. There are photos and videos taken, social media and other forms of documentation performed while we walk together and visit points on a pre-determined route. The Walking component of a WalkShop is followed by a Workshop component. During the workshop, we pool our observations and discuss, or "digest" what we have seen and done together. We explore themes appropriate to the audience through short stimulus presentations and open discussions.
http://bcn.walkshop.org/ | |

5 Operational Plan for Material Dissemination on Web and Social Channels

This section details the procedures that will be used for disseminating COMPOSE project material on the Web and Social channels (Website, Newsletter, Blog, Facebook, LinkedIn, Twitter, and GitHub). In section 2 the dissemination channels have been already described, while the focus of this section is on the definition of procedures for the operational management of Web and Social channels.

The Operational Plan will consider the following issues:

- *Responsibilities for disseminating contents on specific channels*: contents will be disseminated through specific channels by adopting an agreed upon rule that considers a centralized operator or direct actions of project partners.

- *Operational procedures*: an exhaustive procedure for the centralized contents collection.

- *Dissemination Content Template*: an exhaustive template (with all kinds of dissemination issues) to be filled by partners for internal communication on dissemination content to be shared via different channels.

5.1 Responsibilities for disseminating contents on specific channels

In this section we summarize the responsibilities of partners inside the dissemination plan, indicating which activities will be managed by a responsible partner (centralized management) and which activities will instead in charge of all project partners. In the following table we distinguish among activities that will require centralized management ("C") and activities that will be handled by all project partners ("P").

Table 7: Responsibilities for disseminating contents through specific channels

CONTENTS / CHANNELS	1 – Publications				2 – Interactive Contents						3 – SW material & prototype			4 – Projects links	5 - Events notification
	a	b	c	d	a	b	c	d	e	f	a	b	c		
A - Web and social															
1 Website	C	C	C	C	C	C	C	C						C	C
2 Newsletter	C	C	C	C	C	C	C	C						C	C
3 Blog									P						
4 Facebook	C	C	C	C	C	C	C	C		C				C	C
5 LinkedIn	C	C	C	C	C	C	C	C		C				C	C
6 Twitter	C	C	C	C	C	C	C	C		C				C	C
7 GitHub											C	C	C	C	C
B - Media															
8 TV					P			P							p
9 Press	P			P											P
C – Public events and workshops															
10 Scientific ev.		P			P	P	P	P						P	P
11 Business ev.			P		P	P	P	P						P	P
12 Institutional events				p	P	P	P	P						P	P
13 Developers ev.					P	P	P	P			P	P	P	P	P

CONTENTS index:
1) **Publications:**
    a) *Scientific Journals and online papers (articles)*
    b) *Scientific Conference and workshops papers (papers)*
    c) *Business and technical articles*
    d) *Press releases*
2) **Interactive contents:**
    a) *Presentations*
    b) *Brochures/flyers*
    c) *Posters*
    d) *Videos and demonstrations*
    e) *Blog entries*
    f) *Social media posts/material*
3) **SW prototypes and material**
    a) *Demo application*
    b) *Demo components and services (in the marketplace)*
    c) *Training material*
4) **Linkages to related projects**
5) **Events notification**

5.2 Operational procedures

In this section the main operational procedures for supporting the best dissemination of COMPOSE contents on the Web and Social Media channels are described.

5.2.1 Contents collection

When any new content is ready for publication the project partners are asked to complete and submit the "Dissemination content template" (see section 0) as follows:

1. Open a new email with title: "COMPOSE dissemination content".
2. Copy and paste the template in the message body from the wiki page[1].
3. Complete the template.
4. Send the email to dissemination@compose-project.eu – the "centralized dissemination management" – when any new content is ready for publication.

Partners will receive a reminder "call for dissemination contents" every month.

5.2.2 Dissemination upload timings for different channels

The dissemination material will be uploaded on the different Web and Social Media channels with the following timings:

Table 8: Contents upload timings for the different dissemination channels

CHANNEL	UPLOAD TIMING
Website (centralized)	Weekly if not as soon as possible due to partners' request
Newsletter (centralized)	Monthly
Blog	As soon as possible, by project partners
Facebook	As soon as possible, by project partners
LinkedIn	As soon as possible, by project partners
Twitter	As soon as possible, by project partners

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[1] URL: http://redmine.create-net.org/projects/dissemination_training_and_stakeholders_engagement/wiki/Procedures_and_template_for_Contents_dissemination?parent=T81_-_Communication_and_Dissemination

5.2.3 Dissemination contents template

The "Dissemination Contents Template" is a tool for proper formal gathering of the COMPOSE dissemination contents. The procedure is explained in Section 5.2.1. The template is not a file but a text to be copy/pasted in an email body, then compiled and sent to the "centralized dissemination management".

TYPE OF CONTENTS *(delete what not relevant, possible multiple types)*

Publications:
  - Scientific Journals and online papers (articles)
  - Scientific Conference and workshops papers (papers)
  - Business and technical articles
  - Press releases
Interactive contents:
  - Presentations
  - Brochures/flyers
  - Posters
  - Videos and demonstrations
  - Blog entries
  - Social media posts/material
SW prototypes and material
  - Demo application
  - Demo components and services (in the marketplace)
  - Training material
Linkages to related projects
Events notification

MAIN TITLE DISPLAYED: ....

EVENT DATE: from .... to ....

DESCRIPTION OF THE KEY MESSAGE: (max 10 lines)

....

FILE(S): *(max 10MB each or contact the operator; image needed for events)*

        in attachment: Yes ... No ...

        URL (Redmine/Docs): ....

        Comments: ....

AUTHORS: ....

LINKS: ....

CONTACTS AND RESPONSIBLE PERSON:

....