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1. Introduction

The COPRAS project is an FP6 Specific Support Action project focusing on the interface between IST research projects and the standards community. The project has been set up by the three European Standardization Organizations CEN, CENELEC and ETSI together with the World Wide Web Consortium (W3C) and the Open Group. Its objective is to improve this interface for the benefit of the IST research community, the standards bodies, the European Community and the general public.

In order to achieve this goal, the project aims to install a platform encompassing generic interfacing mechanisms, tools and procedures for – and together with – FP6 projects in calls 1, 2 and 3, wishing to cooperate with the standards community for the purpose of upgrading its deliverables. Based on the feedback and experience it will gather through developing and deploying these processes, COPRAS will also prepare generic information to serve as a guide to project evaluators, EU Project Officers or those proposing IST projects in future calls.

In order to achieve the goals as described cooperation from the IST research community as well as from the standards bodies and industry groups is essential. However, as benefits from cooperation between the IST research and standards world are not always obvious to all parties involved, considerable effort will have to be put into activities promoting the project and its results.

COPRAS has clustered these activities into a dedicated Work Package (WP5), lead by one of its consortium partners (W3C). This document encompasses the project's promotion, dissemination and liaison strategies and will describe in detail the specific tasks, deliverables and actions the project will develop and deploy in order to help it achieving its goals. It does not encompass the planning of tasks, milestones and deliverables encompassed by WP5; these can be found in section 5.3 of the project's Implementation Plan, which is annexed to the Quality Plan.

2. Objectives & strategy of the dissemination and exploitation plan

The objective of the dissemination and exploitation plan is to define a complete and tailored set of instruments, tools and mechanisms for effective promotion of the COPRAS project, its objectives and its results, in conjunction with an effective and coherent strategy for the usage of these instruments. In view of the project's overall activities, objectives, goals and target groups, the following have been defined as necessary components for the project's promotion and dissemination strategy:

- i) a dedicated web site;
- ii) liaisons with other relevant standards bodies and industry groups;
- iii) an effective structure for communication and interaction with research projects and standardization working groups;
- iv) brochures documenting individual projects' results from interfacing with standardization working groups;
- v) generic material serving as a guide to those proposing IST projects in future calls, to EU Project Officers and to those evaluating research projects;
- vi) the promotion of the project and its results at seminars, conferences, concertation meetings and other relevant events;
- vii) an Open Meeting.

Promotional efforts will primarily aim to create maximum awareness of COPRAS' objectives, goals and benefits among the projects main target groups: IST research projects, standardization working groups and relevant industry consortia. For this purpose, COPRAS will primarily focus its communication on consortia involved in (or planning to propose) IST projects, technical committees of standardization bodies and industry groups and the EU Project Officers.

The projects dissemination strategy will focus on the wider distribution of COPRAS' outcome and results, both on the 'individual project level' as well as on a generic level. It will encompass a comprehensive programme building up the visibility of the project and its results, and will be rolled-out in cooperation and agreement with selected projects and relevant standards bodies. The

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ICT Standards Board, that has all consortium partners among its members, will be closely involved in this process.

With respect to the dissemination of its results, the project will pursue a dual strategy, taking both a 'call-specific' and a general focus. This 'call-specific' part of the strategy will emphasize the benefits of cooperating through the COPRAS platform and will target the following groups:

- i) individual project coordinators;
- ii) formal and informal standards groups;
- iii) European Commission and IST programme representatives.

This part of the strategy will involve two steps, starting with the distribution of an initial information package describing the benefits for research projects in a specific Strategic Objective of joining the COPRAS project, followed by the distribution of individual project's results in that specific area. Despite this specific focus, COPRAS will aim at a wider dissemination (and involve standards groups and EU Project Officers as well) when promoting the benefits it will bring to IST research projects in order to maximize the synergies between different projects that may have interests in (different aspects of) the same standardization activities.

The generic part of the dissemination strategy will involve the development of generic material encompassing a comprehensive promotional package for the COPRAS activity and the principles behind it. It will emphasize the need for and benefits provided by a systematic standards/RTD interface and will among other things contain a methodology for entering the COPRAS structure and a description of the service offered, allowing a quick understanding of the added value provided by COPRAS. This generic part of the strategy will aimed to provide the following services:

- i) Support future projects building into their bids an appropriate standards interface;
- ii) dissemination to CEC project officers for use at concertation meetings and other occasions;
- iii) providing guidance to IST research project evaluators.

Combining tailored and generic elements in the dissemination strategy, in conjunction with a wide spread generic promotional effort will support COPRAS to achieve both of its main goals (i.e. the establishment of a cooperation platform and the maintenance of an optimized interface though a set of guiding principles) within the same timeframe. The specific tools, activities and instruments deployed to achieve this will be discussed in more detail in the following sections.

3. Activities

As the promotion of the project and the dissemination of its results are vital to COPRAS achieving its intended results, promotion, dissemination, liaison and communication constitute a relatively large part of the project's activities. In principle, tasks deployed under WP5 (see also section 4.2 of the Implementation Plan) can be separated into 3 groups:

- i) processes, mechanisms and tools aiming to facilitate the communication between COPRAS, IST research projects, standardization working groups and other relevant stakeholders (e.g. EU Project Officers or project evaluators); examples of these are the COPRAS web site or liaisons programs;
- ii) promotional material and guidance material to inform stakeholders of the project's objectives, to document and disseminate its results and to support those seeking to use the project's results in the future; examples of these are brochures or the generic material;
- iii) promotional actions, aiming to promote the project and its objectives among its main target groups and to disseminate the results it has achieved; examples are presentations at relevant conferences, seminars or concertation meetings and the organization of an Open meeting.

The following sections will describe in detail the tasks in the above mentioned areas that together constitute the activities in WP5.

3.1 COPRAS web site

The COPRAS web site (www.copras.org) will function as the main internal and external communication tools to the project and will be designed to the same level of quality as the web sites of the COPRAS consortium partners. It will be launched already at the early beginning of the project and

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will be expanded and improved, both in terms of functionality and information volume while the project proceeds.

The main function of the web-site is to provide a permanent and up-to-date record of all information published and distributed by the project. This will include, among other things:

- i) A COPRAS 'calendar', listing upcoming seminars, conferences, meetings and other events where COPRAS will be presenting the project and its results;
- ii) Press releases
- iii) General information about COPRAS, including its goals, objectives, methodology, timelines, project partners and history;
- iv) COPRAS' presentations at previous seminars, conferences, meetings and other events;
- v) The project's deliverables including the possibility to download these documents;
- vi) Information packages introducing the COPRAS project to IST research projects, EU project Officers and standardization bodies & industry groups, as well as brochures documenting individual research projects' results from their cooperation through COPRAS;
- vii) Relevant contact information.

The purpose of the web site is to facilitate communication between COPRAS, IST research projects, standardization bodies & industry consortia, EU Project Officers and all other stakeholders requiring information on the project. In addition, the web site will provide the tools allowing communication, cooperation and inter-working between participants in interest groups that will either establish themselves or be installed by the COPRAS project as sub-groups of the larger COPRAS community and COPRAS programme (see also section 4.1 of the COPRAS Implementation Plan).

Next to these public areas the web site will also house restricted areas that are accessible to the consortium partners only. These will be used for project management purposes, for keeping internal project information such as the work plan updated and for cooperative work on documents by project team members.

3.2 Liaison with standards community

If in the first instance the major contact issues will be from the standards community towards the targeted projects, to inform them of the added-value of standards activities to the projects' work, it is evident that subsequent COPRAS actions will in many cases involve the reverse. That is, COPRAS will seek to encourage the dissemination of the projects' outputs towards the appropriate standards community.

The COPRAS dissemination actions therefore will involve a number of distinct activities and approaches as far as the standards community is concerned. This will involve:

- i) overall publicity for the standards community;
- ii) actions aimed at specific standards groups and;
- iii) involving the standards community in generic COPRAS activity and output.

First, there will be appropriate overall publicity for COPRAS and its activities, aimed at co-ordination/policy groups within the European Standards Organizations and the consortia that are members of the ICT Standards Board. Such "generic" publicity was started at the same time as the COPRAS project itself, and will continue throughout the lifetime of the project, in the form of regular documented progress reports provided to the ICT Standards Board and, directly or through the ICTSB delegates, to other appropriate groups and committees. These progress reports will summarize the key project issues and findings.

Next, at a more detailed level, it is intended to inform the relevant standards communities at an early a stage as possible about individual IST project activities that may be of interest to them. This process should start upon the receipt of projects' responses to the initial COPRAS questionnaires. At this stage, the Project Manager and the COPRAS partner organizations will seek to identify the most appropriate standards groups related to the proposed IST project outputs.

Where such standards groups are already within the COPRAS consortium partner activities, or clearly within the scope of another existing ICTSB member, then the groups concerned will be approached, usually through the standards body's central secretariat organization. The critical infor-

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mation on the IST project activity will be supplied, together with COPRAS background information; further detailed interfaces will then be carried out case by case, but are likely to include, for example, arranging for IST projects to make appropriate presentations to standards meetings as a starting point. Close collaboration between the standardization group and the project is key for a successful outcome. In particular the involvement of the project representatives in the drafting of the standards with their participation to the relevant meetings should be encouraged. Where this is not possible, then COPRAS will ensure projects receive appropriate feedback

Where clearly relevant standards activity is being carried out by global formal standards bodies, or by industry standards consortia not involved in ICTSB, a similar approach will be followed, but including more specific information on COPRAS and its part in the European scene, bearing in mind that such bodies are unlikely to have a European focus.

In cases where appropriate existing standards activity is not readily identified, or where there seems to be a requirement for possible European activities as distinct from global ones, the COPRAS partners will consider which of them is best placed to progress matters. Further action may then involve the holding of ad hoc meetings, including open invitation events, to consider new standardization activities.

A third major strand to liaison with the standards community will be covered by generic COPRAS activities. Relevant standards groups will be invited to send representatives to wider COPRAS-related meetings, and the generic publicity material described elsewhere in the present document will be distributed appropriately to standards groups, both within the consortium and outside it.

3.3 Communication with research projects

The research project community represents perhaps the most important audience for dissemination of COPRAS project information. Specific tasks are established within the COPRAS work programme for dissemination to research projects, and several different channels for communications will be utilized. The main communication channels with research projects are summarized as follows:

- i) Direct electronic mail – will be sent by the COPRAS partners at various times throughout the project specifically targeted at the project coordinators of research projects and those within the projects identified as leading standards related activities. The first e-mail contacts with projects will be to introduce the COPRAS framework and to solicit feedback regarding standardization opportunities through the use of questionnaires. Subsequent contacts will inform projects of those selected to collaborate with COPRAS. As the project progresses further e-mail contacts will be undertaken to invite project partners to participate in COPRAS meetings where results are shared and further guidance provided.
- ii) Project brochures – targeted in particular at research projects will be developed providing information concerning the COPRAS project, the importance of standardization, and guidance on how to approach the challenge of creating standards from research project results. These brochures will be distributed electronically using e-mail (see above) and also in printed form at various workshops, conferences and meetings involving research project participants.
- iii) The project Web site – is the communication channel where people can find the most detailed information concerning the COPRAS project. The project Web site will be referenced in all project communications and different pages on the site will describe the various activities of the project in the various research domains. The Web site will also contain archives of various mailing lists and correspondence allowing newer research projects to become familiar with discussions and topics addressed earlier in the COPRAS project. Press releases are also published on the Web site and will additionally appear on the Web sites of several of the COPRAS partners.
- iv) Project Officers – will be kept informed of the COPRAS project as they not only forward information but can also motivate research projects to collaborate with COPRAS. The project will periodically organize specific workshops for project officers as the project progresses. These workshops will provide project officers with the background and objectives of the COPRAS project, will solicit their feedback on how best to approach and collaborate with research projects, and will encourage project officers to promote collaboration with the COPRAS project for those projects where they have direct responsibility. In the later stages

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of the project, the partners will provide recommendations to the project officers for improving the guidelines related to standards that are included in the proposal preparation package and possibly those used for evaluating research project proposals.

- v) Workshops, Conferences and Concertation Meetings – especially those organized or supported by the European Commission, are important opportunities to disseminate COPRAS information and will be utilized throughout the project as a key communication channel. The events themselves are often organized within specific EC priority areas or groupings of priorities and are predominately attended by research project representatives and those intended to submit proposals. The COPRAS project will establish a rolling schedule of upcoming events and will seek to participate in each either as a speaker, panelist, or host of a concertation or special interest grouping.
- vi) International and national conferences – and other events with European participation, e.g., WWW2004 (International), Intégration 2004 (French) or XML Days Europe, will also be utilized as a channel for communication with research projects. The partners recognize that the audience for these conferences will be broader than EC research project participants, and while perhaps less focused, such conferences almost always includes a number of research project participants.
- vii) Partners newsletters and magazines – targeted at research and development organizations and within which COPRAS partners can write short articles. For example, W3C provides a number of pages of [ERCIM News](#), distributed to ERCIM's members, which are major research institutes in the field of informatics and mathematics in eighteen European countries.

Finally, when needed, COPRAS also has the ability and facilities to organize teleconference communications. Such telephone meetings will usually unite a handful of people at a time, but there is capacity for more than a hundred people connecting at once, or alternatively, conducting several tele-meetings in parallel.

3.4 Brochures

Brochures, presenting individual project's achievements resulting from their interfacing with standardization working groups will constitute the projects main promotional tool documenting its concrete results. These will be developed towards the end of WP4 (see also section 4.1.3 of the COPRAS implementation Plan) and address selected projects in calls 1, 2 and 3, that have developed their Standardization Action Plans together with the relevant standardization working groups.

The brochures shall present COPRAS' main results under each of the three FP6 IST calls it addresses, as case studies documenting the concrete and tangible results IST research projects managed to achieve through their cooperation with COPRAS and the standardization community. The brochures will have a consistent format, showing the typical achievements, the experiences of the project managers from their cooperation through COPRAS, their objectives vs. results achieved, and the expectation with respect to the implementation of the Standardization Action Plan.

Brochures will be produced in two steps. The first set will be produced October 2005 and will focus mainly on selected projects in call 1 that will have concluded their Standardization Action Plans at the end of March 2005, and – depending on the actions defined in the plan – may have started the execution of these plans as well. Secondary focus for the first set of brochures will be on selected projects in call 2 that will have concluded their Standardization Action Plans at the end of September 2005. The second set of brochures will be released one year later, a few weeks before the Open Meeting that is planned for 31st October 2006 (see also section 3.7). This set will address projects in all of the three calls and focus on the development as well as on the execution of Standardization Action Plans.

Brochures (addressing individual selected projects) will be used in combination with the initial information package (addressing specific Strategic Objective areas) and the generic material (addressing the overall IST research community and its relevant stakeholders) and together with these, will establish a comprehensive promotional package, tailor-made to specific audiences.

From the moment the first set of brochures is available, COPRAS, and its consortium partners will actively promote and distribute these. This will include IST research projects and standardization working groups that have been participating in the COPRAS project as well as other relevant

stakeholders. However, brochures will be used in particular to inform those companies, organizations or institutes that are preparing proposals for future IST calls of the benefits of interfacing with the standardization community. In addition, brochures as well as other promotional material will be downloadable from the project's web site for all interested parties and will be distributed at those events (see section 3.6) that are selected to promote the project.

3.5 Generic material

In addition to the brochures, describing the results and achievements from *individual* project's cooperation with standardization working groups, COPRAS will develop *generic* material describing the rationale, the generic benefits, the various methods and best practices of interfacing between IST research projects and the standards bodies. This material will be developed in two steps (an interim version and a final version) and will be based on the experience COPRAS will generate when going through the methodological steps encompassed by its Work Packages 2, 3 and 4 (see also sections 4.1.1, 4.1.2 and 4.1.3 of the Implementation Plan) as well as on the feedback generated by research projects and standardization working groups. The generic material will identify the main standards bodies, industry consortia and their working groups relevant to the IST research community and will serve as a guide to those seeking to identify the appropriate standards body and contact point to interface with.

The interim version of the generic material will be available end of August 2005. Like the first set of brochures, it will primarily concentrate on the experiences the project has build up when addressing FP6 IST projects in call 1 and – to a certain extend – projects in call 2. The first draft of the final version of the generic material, covering the whole project, will be available a week prior to the COPRAS open meeting at the end of October 2006.

The main goal of the generic material is to enable IST research projects to meet their obligations to inform the Commission and the European Standardization bodies about knowledge which may contribute to the preparation of European or international standards or to an industrial consensus on technical issues, in the way that is most efficient to them and most effective to all stakeholders (e.g. the standards community or the European Commission).

The generic material will enable those in the process of making proposals for IST research projects in future calls to build the most appropriate and cost effective way of interfacing with standards bodies already into their bids. Moreover, it will support Project Officers reviewing proposals, it will help those evaluating IST research projects and it can be used at concertation meetings giving guidance to projects seeking to interface with the standards community.

COPRAS will take an active role in the distribution of the generic material (already with the release of the interim material), either electronically or – when appropriate – through presentations at relevant events. In doing so it will focus on:

- i) EU project officers;
- ii) IST research projects in all FP6 IST calls;
- iii) IST research projects address other calls or Programmes;
- iv) Concertation meetings
- v) Project evaluators.

3.6 Seminars, conferences, concertation meetings & other relevant opportunities for promoting the COPRAS project

The benefits of cooperation between research and standardization are not always obvious, either to IST research projects or even to standardization working groups themselves. This may have several reasons, for example a misconception of time and resources involved in standardization processes or a lack of information on mutual benefits and (commercial) opportunities. In order to optimize the level of participation of the two most important constituencies COPRAS is addressing (i.e. the standardization community and the IST research community), as well as to maximize the awareness and future usage of the interface between IST research and standardization by projects in subsequent calls (i.e. beyond FP6 IST calls 1, 2 and 3), adequate promotion of the project, its objec-

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tives and its (interim) results and deliverables is therefore essential already at start of the project and throughout its whole lifetime.

In order to reach its promotional goal of establishing a thorough understanding of the projects benefits among its current and future constituencies, the COPRAS will develop the following promotional activities:

- i) on an annual basis it will target an average of 4 conferences addressing either:
 - a. generic aspects of ICT or eEurope developments (e.g. eChallenges 2004 or IST 2004),
 - b. specific IST research areas (e.g. mobile & wireless technologies, security or health) relevant to COPRAS,
 - c. standardization related events,
 for the purpose of arranging an opportunity to present the project and its results;
- ii) COPRAS will aim to present the projects objectives and the benefits for IST research projects participating in it, at concertation meetings that are organized to promote the exchange of information between projects operating in the same Strategic Objective area; in order to generate the maximum effect an effort will be made to arrange presenting opportunities at the first, or second of these concertation meetings;
- iii) in case there is a clear requirement to do so and if possible within the budgetary limitations of the project, COPRAS will organize additional events targeting specific constituencies or groups of stakeholders (e.g. members of the ICT Standards Board or EU Project Officers) for the purpose of promoting the project of its results.

Promotion of the COPRAS project at conferences, seminars, concertation meetings and other relevant events will require a considerable amount of resources and involve all consortium partners, for which reason the responsibilities for certain sub-tasks have to be spread in a logical way.

Seminars or conferences that have a 'generic' character or address the standardization community in general will primarily be addressed by the project manager, while conferences addressing specific areas, either with respect to IST research or with respect to standardization, will be addressed by the consortium member working in this area.

As far as concertation meetings are concerned, the responsibility to address specific Strategic Objective areas will be distributed over the consortium partners similar to the distribution of the responsibilities for arranging the proper contacts as described in section 6.1.3 of the Implementation Plan and as shown in the table below:

Promotion of COPRAS to Strategic Objective areas in call 1	Partner responsible
Broadband for all	CENELEC
Mobile and wireless systems beyond 3G	ETSI
Towards a global dependability and security framework	ETSI
Multimodal interfaces	W3C
Semantic-based knowledge systems	W3C
Networked audio-visual systems and home platforms	CENELEC
Networked businesses and governments	CEN
eSafety of road and air transport	The Open Group
eHealth	CEN
Technology-enhanced learning and access to cultural heritage	The Open Group

Promotion of COPRAS to Strategic Objective areas in call 2	Partner responsible
Open development platforms for software and services	CENELEC
Cognitive systems	W3C
Embedded systems	The Open Group
Applications and services for the mobile user and worker	ETSI
Cross-media content for leisure and entertainment	CEN
GRID-based systems for solving complex problems	W3C
Improving risk management	ETSI
eInclusion	CEN

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In the case of additional events organized by COPRAS itself, the project manager will primarily take the responsibility for the promotional tasks here, although it may be decided to allocated this to a specific consortium partner of COPRAS Steering Group Member if the subject of the matter so requires.

The targeted results of the promotional activities described in this section will be an ever increasing awareness of the COPRAS project and its results and – consequentially – of the generic benefits and principles of interfacing between standardization and IST research throughout – and after – the project's lifetime.

3.7 Open Meeting

Towards the end of the project's lifetime, COPRAS will organize an 'Open Meeting' for representatives of IST research projects and standardization working groups, as well as for EU Project Officers, research project evaluators and other relevant stakeholders to the project.

An Open Meeting is a tool, frequently used by standardization bodies, to gather relevant stakeholders to a specific issue for the purpose of presenting project or research results, generating discussion and aggregating feedback. The COPRAS Open Meeting that is proposed for Tuesday 31st October 2006 in Brussels will focus on the following aspects:

- i) the presentation of COPRAS' overall results, aggregating the projects outcome in calls 1, 2 and 3 and the promotion of standardization activities generating from the cooperation between standards bodies, industry groups and the IST research community;
- ii) the presentation of the second set of brochures and the demonstration of results from implementing Standardization Action Plans by selected projects and standardization working groups;
- iii) the presentation of the final draft of the second set of generic guidance material and the evaluation of the possibilities for installing tools, mechanisms, principles and guidelines maintaining the COPRAS platform or its essential elements as an effective and efficient interface between IST research and standardization also beyond the project's lifespan;
- iv) the gathering and streamlining of the final set of feedback from all the project's relevant stakeholders;

The purpose of the Open Meeting is to demonstrate the importance of, as well as the benefits from having effective links between IST research and other standards related activities and to promote the continuous usage of these links by all involved in these processes.

It is anticipated the project will attract some 200 attendees to participate in the Open Meeting. In order to achieve this number it will first of all address the following relevant stakeholders:

- i) FP6 IST research projects in calls 1, 2 and 3 that have been surveyed and addressed by the COPRAS project;
- ii) IST research projects in subsequent FP6 calls (e.g. calls 4 and 5), as well as companies, institutes or organizations planning to submit IST research proposals under future Framework Programmes;
- iii) EU Project Officers and IST research project evaluators;
- iv) standardization bodies, working groups and industry consortia operating in the areas relevant to IST research projects, either on a national, European or global level;

Secondly, COPRAS will communicate and promote the Open Meeting through a series of subsequent announcements inviting participants to register, using the following mechanisms:

- i) announcements on the project web site and the web sites of its consortium partners and the option to register on line through these web sites;
- ii) the mailing lists the project will have build up throughout the project's lifetime, directly addressing individual members of its own constituencies;
- iii) the relevant mailing lists of its consortium partners, and the standards bodies and industry groups these partners have liaisons with;
- iv) announcements at seminars, conferences, trade shows, concertation meetings or other relevant events where COPRAS is invited to speak or otherwise has a marketing opportunity.

The Open Meeting completes the process of gathering information and feedback from stakeholders on the optimization of the interface between research and standardization. In this respect it also intends to be a catalytic focal point aggregating opinions across different constituencies on how this interface should best be maintained beyond the lifetime of the COPRAS project itself, as well as on how standardization activity should be promoted among IST research projects in order to maximize the mutual benefit from cooperation between the two. In doing so the Open Meeting marks the point where COPRAS' promotional activities culminate and are also concluded.

4. Concluding remarks

The Dissemination and exploitation plan describes COPRAS' overall marketing efforts aiming to optimize the results and output of the project itself as well as the dissemination of these results to all relevant stakeholders, both at a generic level as well as at the level of individual research projects' results.

It encompasses a coherent and carefully structured set of promotional tools and sequential processes, chosen to synchronize communication with stakeholders and dissemination of its results as much as possible with the processes and deliverables targeting the optimization of the interface between research and standardization.

Despite its current level of detail, the Dissemination and exploitation plan is a 'living document' that will be updated from time to time as a result of the project moving forward and feedback received from stakeholders.