Document	Final Dissemination and Exploitation Plan				
Milestone	M5.4	**Deliverable**	D21	**Source**	Project Manager
Distribution	European Commission				
Document history					
Version	**Remarks**				**Date**
0.1	First draft				26/10/2005
0.2	Second draft				15/11/2005
1.0	Final version submitted to European Commission				25/11/2005

Contents

1. Introduction

COPRAS 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 the research/standards interface for the benefit of the IST research community, the standards bodies, the European Community and the general public.

To achieve this objective, the project aims to install a platform encompassing generic interfacing mechanisms, tools and procedures for IST projects in FP6 and beyond, wishing to cooperate with the standards community for the purpose of upgrading their deliverables. This is being done by co-operating closely with selected projects in calls 1and 2, defining and installing their interfacing processes with standards organizations and funnelling feedback received from this cooperation back into the development of an interactive platform supporting IST projects interfacing with ICT standards organizations,

Cooperation from the IST research community as well as from the standards organizations is essential to reach the goals set. However, as the benefits from this cooperation between are not always obvious to all parties involved, communication with the target constituencies, and the promotion of the project's objectives and results have been, and will be ,one of the key issues to the success of the project.

COPRAS has clustered these activities into a dedicated Work Package (WP5), led by one of its consortium partners (W3C). Earlier, deliverable D04 (Dissemination and exploitation plan), published in May 2004, encompasses the project's initial promotion, dissemination and liaison strategies and describes in detail the specific tasks, deliverables and actions the project will develop and deploy in order to help it achieving its goals.

The current, final, version of the Dissemination and Exploitation Plan reviews some of the mechanisms, tools and strategies originally planned and defines a number of changes and additions to this strategy, also in respect of the changes COPRAS made to its work plan as a result of its first project review in March 2005.

2. COPRAS promotion & dissemination strategy

The following sections provide an overview of the objectives of the Dissemination and Exploitation Plan, and the results that have been achieved so far, as well as highlighting the lessons learned and the changes these have implied with respect to the original strategy.

2.1 Objectives

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 should be components in the project's promotion and dissemination strategy:

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

The initial promotional efforts have been primarily aimed at creating 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, during the first half of its lifespan, COPRAS focussed its communication on IST projects in FP6 calls 1 and 2, on technical groups within standardization bodies, and on various industry platforms, as well as Commission Project Officers. This first period primarily focused on creating awareness among its main stakeholders of the main issues COPRAS addresses, to help boost these stakeholders' participation in the processes it deployed over the first 18 months of its lifespan.

During the second half, the dissemination strategy will focus on the (wider) distribution of COPRAS' outcome and results, both as regards those applicable to individual projects and as well as on a generic level. This means it will encompass methods and tools increasing the visibility of COPRAS' overall results and deliverables, as well as tools promoting individual research projects' standardization achievements (i.e. resulting from their cooperation with standards organizations). During this second period, the process of creating awareness of the issues will continue, but the emphasis of the promotional activities will shift towards distributing and 'exploiting' concrete results.

Combining tailored (i.e. project specific) and generic elements in the dissemination strategy, in conjunction with a widespread promotional effort will support COPRAS in the achievement of its communication goals (i.e. creating awareness of the issues, establishing interfacing between selected projects in calls 1 & 2 and standards organizations, and the installation of Generic Guidelines on IST – standards interfacing) within a relatively short timeframe.

2.2 Achievements so far & lessons learned

As indicated above, during the first half of its lifespan, COPRAS has focused its promotional effort on creating awareness among its key stakeholders. This involved the distribution of an initial information package describing the benefits for projects of participating in the COPRAS project, followed by a number of consecutive promotional steps such as distributing brochures, presentations at meetings and conferences, distributing COPRAS deliverables, marketing the web site, and publishing articles on COPRAS initial results.

The main conclusions that can be drawn from this element in the promotional strategy can be summarized as follows:

i) Feedback from stakeholders indicates COPRAS succeeded in building up considerable 'brand' awareness, as well as achieving sufficient participation by IST research projects in its activities; in this respect the strategy has been quite successful;

ii) Because inevitably many projects do not have concrete results to bring to the standards process until relatively late in their lifespan, lack of tangible results make it relatively hard to involve other constituencies than IST research projects in the process during the earlier stages;

iii) Targeted promotional efforts, focusing on smaller communities and groups within the main groups of stakeholders have probably been a more effective promotional tool during the first half of COPRAS' lifespan then broadly focused activities (e.g. addressing larger conferences).

The second main element in the promotional strategy has involved the development and distribution of the initial document version of the "Generic Guidelines for IST projects interfacing with ICT standards organizations" to IST projects in calls 4 and 5, as well as to Commission Project Officers, standards organizations and other stakeholders. This deliverable emphasized the need for and benefits provided by a systematic standards/RTD interface and will allow a quick understanding of the added value provided by COPRAS. Dissemination mechanisms used involved brochures, presentations at meetings, the COPRAS web site, as well as substantial support from many Units within the Commission.

The main conclusions that can be drawn from this element in the promotional strategy can be summarized as follows:

iv) Response from Commission Project Officers towards this tangible deliverable has been very positive, and the Generic Guidelines have been welcomed as a helpful document supporting future research projects.

v) The impact of the web site in the communication and promotion of the Generic Guidelines has been substantial.

2.3 New strategies

In view of the success of the promotional strategy initially developed, the basic elements aiming to create awareness of the issues addressed, triggering participation in its activities, and disseminating the concrete results, should remain in place as a 'proven concept'. Nevertheless, the nature of the activities and deliverables that will be produced during the second half of COPRAS' lifespan clearly require adaptations to the communication and promotion strategy. Therefore, in addition to the basics already defined in the initial Dissemination and Exploitation Plan:

i) The availability of tangible results enables a stronger promotional effort towards the standards community, more involvement of Commission Project officers, and an overall broader distribution of the project's results;

ii) The importance and initial appreciation of the Generic Guidelines (and related deliverables – also see section 3.4) indicate a stronger promotional effort is necessary to disseminate the material and stimulate its usage;

iii) The success and usage of the web site justify – or even require – an additional effort to upgrade it by integrating an "interactive platform" version of the Generic Guidelines into it.

3. Dissemination and promotion 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, Commission Project Officers or other relevant stakeholders (e.g. the COPRAS web site or the liaison programme);

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 these results in the future (e.g. information packages, generic and specific brochures, or the Generic Guidelines);

iii) promotional actions, aiming to promote the project and its objectives among its main target groups, and to disseminate the results it has achieved (e.g. presentations at relevant conferences, seminars or concertation meetings and the organization of the Open Meeting).

The following sections will describe in more 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) has established itself as the main internal and external communication tool of the project. Launched already at the start of the project, and continuously updated, improved and expanded, both in terms of functionality and information volume, the web site serves as a collaboration platform for the consortium partners, as well as a source of information on the interfacing between research and standardization for all of COPRAS' stakeholders.

The importance of the web site as a very effective communication mechanism for COPRAS is underlined by the several thousands of hits received on a monthly basis, as well as by the several thousands of downloads of important deliverables such as the "Generic Guidelines for IST projects interfacing with ICT standards organizations" (deliverable D15).

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 includes, among other things:

i) Press releases;

ii) General information about COPRAS, including its goals, objectives, methodology, timelines, project partners and history;

iii) COPRAS' presentations at previous seminars, conferences, concertation meetings and other events;

iv) The project's deliverables including the possibility to download these documents;

v) Information packages introducing the COPRAS project to IST research projects, Commission Project Officers and standardization bodies & industry groups

vi) Brochures documenting generic achievements of the project of individual research projects' results from their cooperation through COPRAS;

vii) Relevant contact information.

During most of its lifespan, the purpose of the web site, next to functioning as the cooperation platform for its consortium partners, will be to facilitate communication between COPRAS, IST research projects, standardization bodies and industry consortia, Commission Project Officers and all other stakeholders requiring information on the project.

In addition, the web site will provide the tools allowing communication, cooperation and interworking between participants in interest groups, that will either establish themselves or be created by the COPRAS project as sub-groups of the larger COPRAS community and programme (see also section 4.1 of the COPRAS Implementation Plan).

During the second half of its activities, COPRAS will start building an "interactive platform" version of the "Generic Guidelines for IST projects interfacing with ICT standards organizations". This will allow (future) IST projects to define their interfacing requirements with standardization in an interactive way, and will support them by building the interface to standardization into their project proposals and helping them contact the right organization to interface with, including beyond the lifespan of the COPRAS project.

3.2 Liaisons and communication & promotion to target constituencies

The main target constituencies for COPRAS include the IST research community, Commission Project Officers and project reviewers, and the standards world. The following sections will briefly describe the communication efforts COPRAS will seek to deploy towards these three groups.

3.2.1 IST Projects

COPRAS will address projects currently active, i.e. in FP6 IST calls 1 & 2, as well as future projects, i.e. those that have submitted proposals for FP6 IST calls 4 & 5, or even project consortia preparing proposals for future Framework Programmes (i.e. FP7)

Obviously, the IST research community represents the most important audience for the dissemination of COPRAS project information, results, and deliverables. Therefore, specific tasks were defined within the COPRAS work programme for dissemination to research projects, using several different communication channels:

i) The project Web site – is the main communication channel where projects can find the most detailed information concerning the COPRAS project. The COPRAS web site is referenced in all project communications and different sections of the site will describe the various activities of the project in the various research domains. Presentations, press releases, brochures and deliverables are downloadable and mailing list archives will allow consecutive research projects to become familiar with discussions and topics addressed earlier by COPRAS.

ii) 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. While the first e-mail contacts

introduce the COPRAS framework and solicited feedback regarding standardization opportunities through the use of questionnaires, 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.

iii) <u>Project brochures</u> – 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.

iv) <u>Workshops, Conferences and Concertation Meetings</u> – especially those organized or supported by the European Commission, have proven to be important opportunities to disseminate COPRAS' objectives and will consequently also be utilized to communicate its results and deliverables. 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. COPRAS will seek to participate in most of the events where it can address the target audience either as a speaker or a panellist.

3.2.2   European Commission

Project Officers have, and will be, kept informed of the COPRAS project, at a generic, a project-specific and a Strategic Objective level. During the first half of COPRAS' activities this was done mainly through generic workshops highlighting the project's objectives, as well as through concertation meetings, COPRAS kick-off meetings and similar events.

During the second half of the project, with the more tangible results from COPRAS (e.g. the Generic Guidelines) available, direct communication will be organized with the individual Units and Project Officers, in order to distribute material produced by COPRAS to (future) projects, and to get their feedback on the material that has been produced.

Therefore, liaisons and communications between COPRAS and Commission Project Officers will be intensified during the second half of COPRAS' lifespan, and communication of the project's achievements and generic deliverables to project reviewers will be sought through the respective Units in the Commission as well.

3.2.3   Standards community

One of the major focuses of COPRAS remains to establish contacts between IST projects and the standards organizations that are relevant to their activities. This has been one of the major challenges in the context of the Standardization Action Plans for call 1 projects, and will even be a greater challenge for the selected projects in call 2. In addition, COPRAS will encourage wider dissemination of the projects' outputs within the appropriate standards communities, also beyond the organizations that projects aim to cooperate with directly.

To achieve this, standards organizations were (and will be) invited to generic events organized by COPRAS, such as the kick-off meetings, and the Open Meeting at the end of the project's lifespan. Also, where appropriate, COPRAS will continue to support or stimulate meetings between specific constituencies within the standards community and groups of projects (e.g. within a Strategic Objective) targeting the areas these standards organizations are covering.

In addition, at an individual project level, COPRAS intends to inform the relevant standards communities at an early a stage as possible about specific IST projects' 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 ICT Standards Board member, then the groups concerned will be approached, usually through the standards body's central secretariat organization. The critical information 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 consortium is key for a successful outcome. In particular the involvement of the project representatives in the drafting of the standards, with their participation in the relevant standards 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.

3.3 Brochures

Brochures form an important promotional tool, despite the value of on-line working. Brochures will either focus on generic issues, or on the specific achievements of the project.

3.3.1   Generic Brochures

COPRAS has already produced two generic brochures during the first half of its lifespan, the first one (in 2004) aiming to promote the general objectives of the project and the second one (in 2005) aiming to promote the Generic Guidelines (see also section 3.4.2). These brochures have been distributed via mailing lists and events to all targeted constituencies, as well as being downloadable in electronic form from the COPRAS web site.

As brochures have proven to be a good supportive tool for raising awareness among stakeholders, in addition to those mentioned, additional brochures may be produced where budget permits in response to other promotional challenges occurring during the second half of COPRAS' lifespan. This for example may apply to the Open Meeting (see section 3.6).

3.3.2   Case studies

Brochures, presenting individual project's achievements resulting from their interfaces with standardization working groups will constitute one of COPRAS' main promotional tools documenting concrete, and detailed, results. The case study brochures will be developed once the implementation of Standardization Action Plans is generating tangible results, and will present COPRAS' main results in the two 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, and will include the following elements:

- brief introduction to the project and IST strategic objective it addresses: this will describe the technology area where the project or cluster is doing research and development and what the expected outcomes will be from the projects in terms of impact on one or more of the following areas: industry, government or society; also it will provide enough information to identify the importance of the project's work;

- the Standardization requirement or challenge: this will describe the project's interest in addressing standards, e.g. in the context of the industrial impact, the exploitation opportunities, or the benefit to society; this will indicate the importance of standardization to project, also in a broader context;

- standardization environment: this will describe the standardization scenario prior to the project or cluster taking actions, identify the standards bodies involved, and provide a view as to whether the standards groupings in the area are well-organized or overlapping, mature or immature, regional or

global in participation, etc.; this will provide a sense of the standardization scenario faced by the project before getting support from COPRAS;

- a description of the Standardization Action Plan: this will document the approach that was identified by COPRAS for assisting the project or cluster and condensing the action steps into 3-5 main categories; this will describe the type of actions deployed by COPRAS with the project or cluster to progress the standardisation process;

- results achieved: this will state what was achieved from the joint activities with COPRAS for the project or cluster and demonstrate what can be achieved in standardisation for IST projects when actions are properly planned and executed;

- key learning points: this will identify the importance of the learning process to the project or cluster, and will include several "do's" (what would be recommended as best practice for another project implementing a similar Standards Action Plan) and "don'ts" (stating what should be avoided).

Brochures will be produced in two steps. The first set will be published early in 2006 and will focus on selected projects in call 1 that finalized their Standardization Action Plans in May 2005, and are in the process of executing these plans. The second set of brochures will be released one year later, a few weeks before the Open Meeting (see section 3.6), and will focus on selected projects in call 2 that finalized their Standardization Action Plans at the end of 2005.

The case study brochures will be distributed in combination with the Generic Material brochure (see section 3.4.2) and target the IST research community as well as project reviewers and Commission Project Officers in the Units overseeing the specific projects, and together establish a comprehensive promotional package, documenting results generated from closer cooperation between research and standardization. The brochure package will specifically be used to inform those preparing proposals for future IST calls of the benefits of interfacing with the standardization community. In addition to paper distribution, brochures will be downloadable from the COPRAS' web site for all interested parties and will be distributed at events (see section 3.5) where the project's results will be promoted.

3.4 Generic material

The 'Generic Material' encompasses a set of COPRAS deliverables that together establish the project's main mechanism to communicate its overall findings and results to the IST research community as well as to a broader range of stakeholders. These deliverables are:

- D15: a document version of the Generic Guidelines for IST research projects interfacing with ICT standards organizations; this material is being developed in two steps with a first release in July 2005 and a second, updated, release in October 2006. The first release is based on the experience COPRAS generated from cooperating with projects in calls 1and 2, while the second release will be also incorporate feedback from these and other projects using the first version, as well as from other relevant stakeholders;

- D20: a brochure highlighting the main sections and issues addressed in the Generic Guidelines; this was released immediately after the completion of the first version of the Generic Guidelines document;

- D27: an "interactive platform" version of the Generic Guidelines, that will also enable users to determine and organize their interfacing with standardizations as well as find the organizations best fitting their objectives.

The main goal of producing the Generic Material is to enable IST research projects to identify and structure their standardization-related requirements and activities in such a way that they can meet their obligations to inform the Commission and the European standards organizations about knowledge that 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, including industry and society.

The Generic Material will therefore be designed to enable those in the process of making proposals for IST research projects in future calls or Framework Programmes to build the most appropriate and cost effective way of interfacing with standards bodies already into their bids. Moreover, it will support Project Officers evaluating proposals, it will help those reviewing IST research projects and it will provide guidance to projects seeking to interface with the standards community.

Whilst promoting the project's objectives among the different constituencies accounted for most of the promotional effort and resources spent during the first half of its existence, the development, production, dissemination, review, transformation, upgrading and re-dissemination of the Generic material deliverables will take up most of COPRAS' promotional resources during the second half of its lifespan.

The following sections will describe the dissemination plan for each of the three Generic Material deliverables in more detail.

3.4.1   Document version of the Generic Material

In July 2005 COPRAS published the interim version of its Generic Material, the 'Generic guidelines for IST projects interfacing with ICT standards organizations. This document, that is aimed at IST projects and/or project consortia in FP6 IST calls 4 and beyond, as well as at Commission Project Officers and project reviewers, encourage interfacing and exchange between projects and standards bodies and elaborates on the benefits projects as well as their individual partners will enjoy from this process.

The Guidelines support projects determining whether or not they should plan to interface with standardization and if so, how this can be reflected in their work plan and/or work packages. Further, they provide an overview of the most common processes and procedures in standardization and their relationship to specific standardization deliverables; they also list a set of transparent and comprehensive criteria that will assist projects selecting the standards organization that best matches their working methods, background and objectives. All together, the Guidelines provide most of the generic information necessary to plan, as well as to evaluate projects' interfaces with standards organizations.

Upon their completion and publication, the Generic Guidelines were distributed to the primary target audience, i.e. the projects in FP6 IST calls 4 and 5. We already identified in our experience of Calls 1 and 2 just how important it is to get projects and project consortia to address the standards issue, and pre-plan resource effort needed for standards activity before they have launched their major activities. Distribution has been and will be pursued through the following primary dissemination steps:

- Direct electronic distribution to relevant Units in the European Commission (i.e. those overseeing Strategic Objectives in calls 4 and 5);

- Invitations to the relevant Units in the European Commission overseeing Strategic Objectives in calls 4 and 5 to install links to the electronic version of the Generic Guidelines on their respective pages on CORDIS;

- Invitations to relevant Units in the European Commission overseeing Strategic Objectives in calls 4 and 5 to hand out paper versions of the Generic Guidelines to projects or project consortia when they come in for contract negotiations, or otherwise inform them on the availability of the document (e.g. through newsletters, etc.);

- Presentation of the Generic Guidelines at concertation meetings or cluster events in those Strategic Objectives where these are organized.

As a series of secondary steps, broader dissemination of the Generic Guidelines is foreseen through:

- Direct availability and of the (downloadable) electronic version of the document on the COPRAS home page (both in HTML and in pdf formats);

- Distribution to IST projects in FP6 calls 1 & 2 (as there is expected to be a certain amount of overlap between project consortium partners in these calls and in calls 4 and 5 due to the similarity of the Strategic Objectives);

- Announcements in publications, newsletters, as well as at seminars & conferences.

- The development & distribution of an accompanying brochure

In order to evaluate the effectiveness of the first document version of the Generic Guidelines, projects in calls 4 and 5 will be surveyed after the launch of their activities (the results of this will be documented in COPRAS deliverable D24). The recommendations resulting from this survey, together with feedback received from other stakeholders (e.g. standards bodies, Commission project Officers, project reviewers, etc.) on the first release of the Generic Guidelines, will be used to produce a second, and final version of the document, that will be presented at the Open Meeting (see section 3.6).[1]
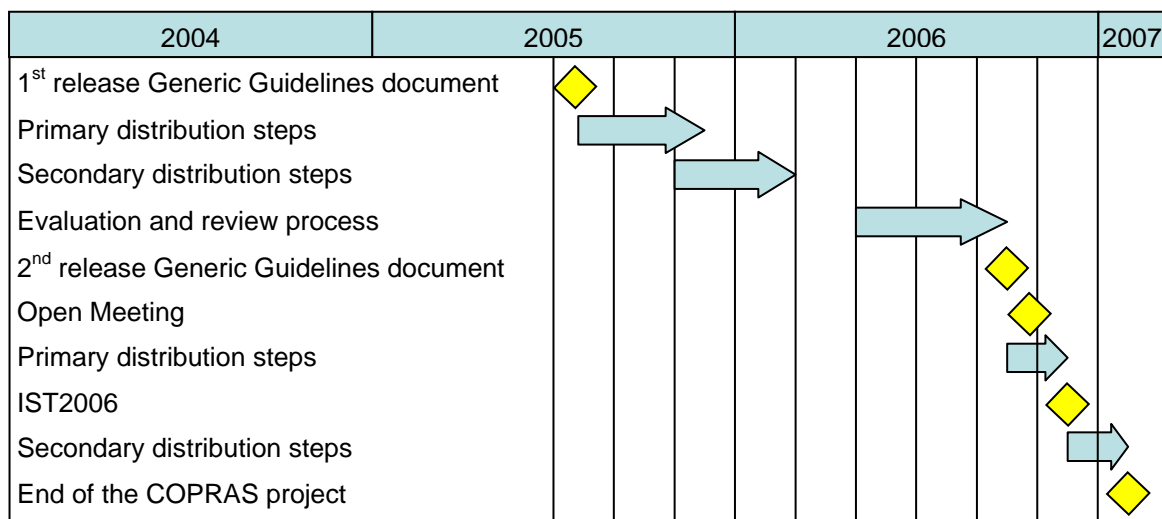
As COPRAS will come to an end relatively shortly after the Open meeting, the dissemination strategy for this second release of the Generic Guidelines must be very focussed and executed in a relatively short timeframe. The following primary steps will therefore be taken:

- Distribution to all Units in the Commission overseeing projects in FP7;

- Distribution to all other (groups of) stakeholders that will be targeted for the Open Meeting

The following secondary dissemination steps will be taken;

- Distribution to all IST projects in all FP6 calls (as there is expected to be a certain amount of overlap between project consortium partners in FP6 and FP7);

- Distribution at the IST2006 exhibition in Helsinki, possibly in combination with a workshop session or networking event.

The complete distribution plan for the document version of the Generic Guidelines looks as follows:

2004	2005	2006	2007
1st release Generic Guidelines document			
Primary distribution steps			
Secondary distribution steps			
Evaluation and review process			
2nd release Generic Guidelines document			
Open Meeting			
Primary distribution steps			
IST2006			
Secondary distribution steps			
End of the COPRAS project			

3.4.2   Generic Guidelines brochure

To increase the accessibility of the Generic Guidelines, as well as to promote their uptake and impact, COPRAS produced a brochure version of the document (deliverable D20) early in September 2005. This brochure, which briefly highlights the main topics of the Generic Material, is available in a (downloadable) electronic version on the COPRAS web site, as well as in a folded paper version.

---

[1] It should be noted that the outcome of the Open Meeting may trigger a 3rd release of the document version of the Generic Guidelines; this will however not affect the dissemination plan.

The Generic Guidelines brochure was developed to provide IST projects, project consortia and their partners, reviewers, and Commission Project Officers with a quick overview of the most important aspects and benefits of interfacing between IST research and ICT standardization, and aim to support the dissemination of the first release of the Generic Guidelines document. Similar to the full document version of the Generic Material, distribution of the brochure is primarily aimed at IST projects in calls 4 and 5 and hence involves the following steps:
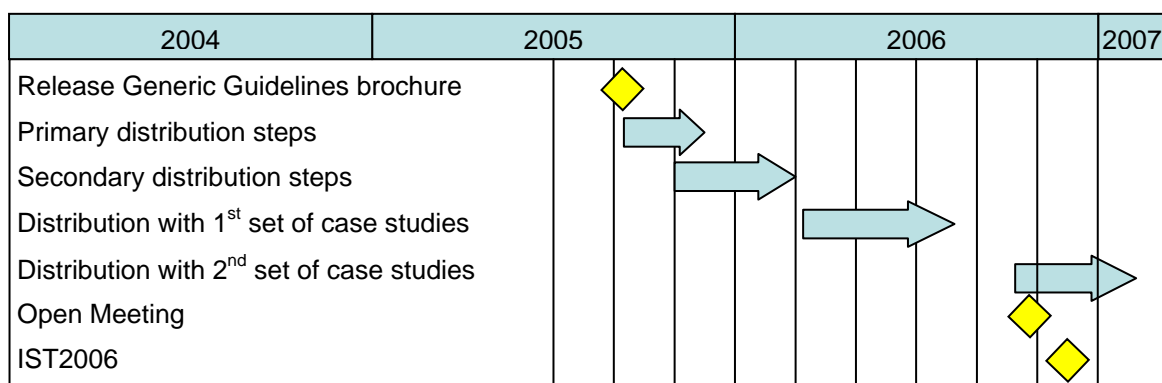
- Shipping small quantities (25-30) of paper copies to those Units in the European Commission that have the possibility of handing these out to projects or project consortia when they come to Brussels for contract negotiations prior to the start of their activities.

- Inviting the relevant Units in the European Commission overseeing Strategic Objectives in calls 4 and 5 to install links to the electronic version of the Generic Guidelines on their respective pages on CORDIS;

- Providing hand-outs at concertation meetings or cluster events in those Strategic Objectives where these are organized.

As a second step, broader dissemination of the Generic Guidelines brochure is foreseen through:

- Direct availability and of the (downloadable) electronic version of the document on the COPRAS home page (both in HTML and in pdf formats);

- Distribution to IST projects in FP6 calls 1 and 2 (as there is expected to be a certain amount of overlap between project consortium partners in these calls and in calls 4 and 5 due to the similarity of the Strategic Objectives);

- Distribution of the paper versions through the regular mailing lists of the COPRAS consortium partners, as well as by putting them on display;

- Shipping of small (50) quantities of paper copies to the ICTSB partners for their internal information purposes (e.g. to be put on display in their corporate offices);

- Distribution at relevant trade shows, seminars, meetings & conferences.

Although the brochure primarily aims to promote the uptake and usage of the Generic Guidelines, it will also be used to disseminate the cases studies (see section 3.3.2) at a later stage during the project, as the latter will document the benefits of cooperation between IST projects and standards bodies through concrete results. Combining these case studies with the Generic Guidelines brochure will therefore stress the benefits and necessity for cooperation between IST research and standardization even more.

The distribution plan for the Generic Guidelines brochure looks as follows:

2004	2005	2006	2007
Release Generic Guidelines brochure			
Primary distribution steps			
Secondary distribution steps			
Distribution with 1st set of case studies			
Distribution with 2nd set of case studies			
Open Meeting			
IST2006			

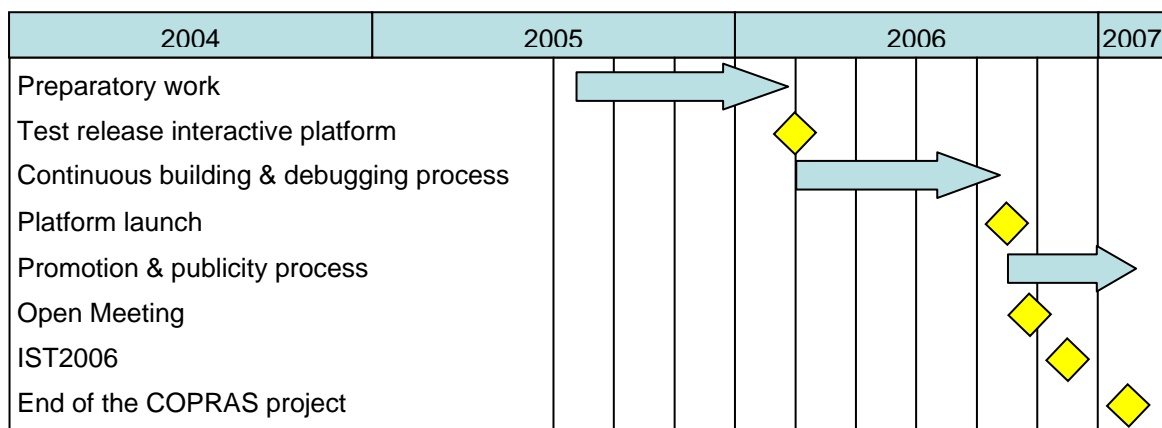### 3.4.3   Interactive platform version of the Generic Material

One of the main targets for COPRAS is to build a platform through which all intended target stakeholders (i.e. the IST project community, Commission Project Officers & project reviewers, standards organizations, etc.) will be not only able to access its results, but will be also capable to use the tools it will put in place to address the issues it has identified. COPRAS' intention therefore is to translate and extend the document version of the Generic Guidelines into an "interactive plat-

form" that will enable IST projects or other stakeholders to carry out certain activities, for example in an interactive manner to identify the benefits of participating in standardization processes in their specific circumstances, to map their work plan against a typical standardization process, to determine the right standards organization to interface with, or to analyze the most recent activities within the organization it is targeting.

The platform version of the Generic Guidelines, constituting its deliverable D27, will establish one of COPRAS' main tools to guarantee the dissemination, usage and sustainability of its results, including beyond its own lifespan. The first (test) release of the platform is planned for February 2006. Functionality will however still be limited at that point, as the building process cannot be completed by that point in time, and childhood diseases will have to be overcome. The ultimate aim therefore is to launch the full platform in mid-October 2006, when it is expected to be stable, and the evaluation of the usage of the document version of the Generic Guidelines by IST projects in calls 4 and 5 can be taken into account as well.

The promotional effort aiming to trigger and encourage the usage of the Generic Guidelines platform will have to be concentrated over a relatively short timeframe, after which the platform, as well as its marketing will (largely) have to be self-contained. This means that a 'burst'-strategy will be used with a major focus on the Open Meeting and the IST2006 event, as the two major occasions in the last months of its lifespan where COPRAS can address most of its stakeholders at the same time.

Marketing tools to be used to promote the launch of the platform may include announcements on mailing lists, brochures, banners and other exhibition material, workshops and networking events, presentations, publications, etc. The complete dissemination plan for the Interactive Platform version of the Generic Guidelines looks as follows:

2004	2005	2006	2007
Preparatory work			
Test release interactive platform			
Continuous building & debugging process			
Platform launch			
Promotion & publicity process			
Open Meeting			
IST2006			
End of the COPRAS project			

3.4.4   Maintenance and sustainability of the Generic Material

By transforming the Generic Guidelines into an interactive platform version, COPRAS will have created a dynamic deliverable supporting the sustainability of the outcome and results of the COPRAS project and offering its stakeholders broader functionality in terms of supporting interfacing between research and standardization. This is necessary as the standards world is a dynamic environment: even during COPRAS' lifespan, new industry consortia were established or planned.[2]

The dynamic nature of the platform will however require continuous evaluation and maintenance also beyond COPRAS' lifespan to ensure its quality and usefulness as it should remain possible to incorporate feedback from stakeholders as well as to respond to changes in the (research or standardization) landscape. As COPRAS will terminate end of January 2007, resources ensuring this maintenance process will therefore have to be found outside the scope of the project itself.

During the second half of its lifespan, and when defining and building the platform version of the Generic Guidelines, COPRAS will therefore monitor and evaluate possibilities for guaranteeing the sustainability of the project's results and achievements. These possibilities may include (but are not limited to):

---

[2] Such as the Home Gateway Initiative [HGI], or the Open Wearable Computing Group [OWCG]

- embedding the maintenance of the platform in COPRAS follow-up project proposals in subsequent calls or Framework Programmes;

- embedding the platform permanently as the RTD/standards interface for projects in the information and communications technologies domain as a support tool in future Framework Programmes;

- acquiring structural funding for platform maintenance (e.g. from the European Commission);

- embedding the maintenance of the platform into the regular activities of (one or more of) the consortium partners.

Resources required for platform maintenance will strongly depend on features and content COPRAS may eventually decide to offer to stakeholders through the platform, as some types of functionality may require a high level of maintenance:

- tools to find the standards relevant to the activities deployed by research projects;

- supporting mailing lists and forums related to (developments in) RTD/standards interfacing;

- updates on relevant developments with respect to RTD/standards interfacing;

while other types of functionality may require a lower level of maintenance:

- tools to find and contact organizations matching a project's standardization objectives or requirements;

- regular updates of the Generic Guidelines for projects interfacing with ICT standards organizations.

Although COPRAS is confident resources for maintaining the platform will eventually be found, a 'worst case scenario' where this is not the case (or where only a very limited part of the functionality can be supported) should be discussed as well.

In such a case, i.e. when the necessary resources for maintaining the COPRAS platform in the way it was developed, have not been found by the time the project terminates, the COPRAS partners will keep the platform operational for as long as practicable, but will only offer its core functionality, i.e. providing access to (updated versions of the) interactive Generic Guidelines, in addition to other types of functionality that the COPRAS consortium partners may decide upon at that moment. In any case, as the COPRAS web site is hosted by W3C, the material will be retained indefinitely in static mode under that organization's persistence policy (for more information, also see: www.w3.org/Consortium/Persistence).

3.5 Seminars, conferences, exhibitions & publications

When COPRAS started its activities it was aware that the benefits of cooperation between research and standardization are not always obvious or correctly understood. This applies either to IST research projects and to standardization working groups themselves.. Therefore the promotional challenge at the start of the project was to communicate the issues COPRAS had identified, as well as the objectives it had defined to address these, to its target audience, in order to optimize the level of participation of both the IST research community and the standards organizations in its activities.

3.5.1 Seminars, conferences & exhibitions

Addressing stakeholders through presentations at seminars & conferences was defined as one of the cornerstones in its promotional strategy. Therefore, the initial aims were defined as:

i) on an annual basis to 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) where standards issues were relevant;
   c. standardization-related events;
ii) to present COPRAS' objectives and the benefits for IST research projects participating in it, at concertation meetings;

iii) to organize additional events targeting specific constituencies or groups of stakeholders (e.g. members of the ICT Standards Board or Commission Project Officers) for the purpose of promoting COPRAS and its results.

It should be underlined that, although all of these objectives were actually met by COPRAS,[3] feedback from the market indicated that the promotional strategy, specifically where conferences and publications were concerned, had to be synchronized with the status of COPRAS' activities and results, as well as with the differences between the individual research and standardization areas:

- It was rather difficult to address (larger) conferences in a meaningful way until COPRAS produced tangible results (such as the Generic Material deliverables); focus on these events was therefore moved to the second half of its lifespan, this goes for the generic IST related events as well as for the specific ones, with the exception of IST2004 where both the COPRAS booth at the exhibition and the Networking Event attracted considerable attention among the targeted groups of stakeholders.

- Similarly, it has proved difficult to address standardization-related events until the first tangible results (e.g. contributions to standardization processes) from the cooperation between research projects and COPRAS were emerging. This part of the dissemination strategy was therefore intensified at the start of the second year of the project lifespan.

- Concertation meetings have proven to be a very good instrument for communicating COPRAS' objectives and results, specifically during the first half of its lifespan, addressing projects in calls 1 and 2. However, this communication and exchange mechanism is increasingly being evaluated as superfluous by many Units with the arrival of the IP and NoE instruments, which are suppose to organise this themselves, hence not all projects in all Strategic Objectives can be addressed in this way. Nevertheless, concertation meetings, information days, cluster events or other occasions where the IST research community within specific Strategic Objectives can be addressed, will be used during the second half of COPRAS' lifespan, although increasingly focusing on projects in calls 4 and 5.

- Similar to the larger IST conferences indicated in the first bullet point, it has also shown to be difficult to address specific constituencies without tangible results to present and discuss. Consequently, efforts to convey COPRAS achievements to these groups were (and will be) intensified during the second part of its lifespan.

- The success of the promotional strategy so far have not shown a need for COPRAS to organize (additional) events itself; neither is this expected to be the case for the second half of its lifespan.

Despite the changes that had to be made to the focus areas, the strategy of presenting COPRAS' objectives and results at events where one or several groups of stakeholders are gathered, has proven to be very successful, both in generating general awareness among the project's main constituencies as well as with respect to triggering research projects' participation in the COPRAS Programme. Therefore addressing multiple smaller events rather than a few larger events will remain one of the core principles of the promotional strategy towards seminars & conferences.

During the second half of its lifespan, COPRAS will however be able to broaden its focus because it will increasingly be able to communicate results rather than objectives to a larger variety of stakeholders. This is expected not only to increase awareness of the project and the issues it addresses, but also the impact of the message, and hence the take-up of COPRAS' results and solutions.

As addressing seminars, meetings an conferences will remains a labour-intensive part of the promotional strategy, all project partners will remain involved, specifically focusing on the areas of their specific expertise, with the project manager taking the lead. Project partners will also remain alert to taking any suitable opportunity to reference the COPRAS operation and approach in making presentations concerning their own organization.

---

[3] More detailed information can be found in: D10: COPRAS Activity Report 01-02-2004 – 31-01-2005, Annex A: Plan for using and disseminating knowledge & results, published February 2005

3.5.2   Publications

In the first release of the Dissemination and exploitation plan (deliverable D04), articles and publications on COPRAS' objectives and/or results were not specifically addressed. Nevertheless, several articles were published, and these may well have contributed to the level of awareness COPRAS is currently enjoying.

As the promotional focus is shifting towards the project's results, there may be more opportunities to disseminate COPRAS' achievements through articles and other publications in journals or electronic newsletters.

3.6 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 Commission Project Officers, research project evaluators and other relevant stakeholders to the project. This meeting should clearly present COPRAS and its concrete achievements, but it should also open debate concerning future standards/IST research interface issues under FP7.

An Open Meeting is a tool, frequently used by standardization bodies, to gather relevant stakeholders to discuss a specific issue, for example for the purpose of presenting standards project or research results or new work proposals. The aim is to generate active and open discussion and to aggregate feedback.

3.6.1   Organization

The organizational goal for the Open Meeting will be to attract some 200 attendees to participate and discuss COPRAS' achievements. Therefore, the following stakeholders will be targeted in the promotional efforts ramping up towards the Open Meeting:

i)   FP6 IST research projects in calls 1 and 2 that have been surveyed and/or included in the COPRAS programme;

ii) IST research projects in FP6 calls 4 and 5, that have been surveyed and/or addressed in the analysis of the Generic Material usage, as well as companies, institutes or organizations planning to submit IST research proposals under FP7;

iii) Commission 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;

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;

In addition, the possibility to use the following additional promotional tools will be investigated:

v)   brochures, highlighting the event and the topics addressed

vi) announcements on web sites from other stakeholders, such as the CORDIS pages of the Units in DG INFSO overseeing the relevant research areas.

Using the standards bodies' web sites and e-mail exploder lists, we expect no problem to attract sufficient numbers.

3.6.2 Objectives & focus areas

The COPRAS Open Meeting is targeted during the week of Monday 23 October to Friday 27 October 2006 It is proposed to focus on the following:

i) presenting the generic conclusions, results, findings, etc. from COPRAS activities, as well as the remaining issues relating to interfacing between IST research and standardization, and discussing these with the relevant stakeholders;

ii) the presentation of the results projects' in FP6 IST calls 1 and 2 have achieved through their cooperation with COPRAS and standards organizations, and the presentation of the 'case study' brochures documenting the results generated through implementing Standardization Action Plans;

iii) the presentation of the revised version of the document version of the Generic Guidelines (deliverable D15), as well as of the feedback received from projects (e.g. in IST calls 4 or 5) using these Guidelines;

iv) the presentation and launch of the on-line interactive version of the Generic Guidelines as a generic platform for interfacing between IST research and standardization, also beyond the project's lifespan;

v) evaluating the overall recommendations for improving interfacing between IST research and standardization in future framework programmes, starting with discussion of concrete proposals relating to FP7.

The main purpose of the Open Meeting will be to discuss the demonstrated benefits for all stakeholders from embedding interfacing between research and standardization in projects' initial work plans, as well as to demonstrate the tools and mechanisms as to how this interfacing can be structurally improved for future IST calls or framework programmes, and to promote their active usage.

3.6.3 Targeted results

The Open Meeting completes the process of gathering information and feedback from stakeholders on the optimization of the interface between research and standardization. It will aggregate opinions across different constituencies on how this interface should best be organized and maintained beyond COPRAS' own lifespan.

The aim is to come up with a clear set of recommendations for subsequent calls and framework programmes, based on the COPRAS deliverables as well as a comprehensive list of remaining issues that should be addressed either or not through "institutional action" by the Commission or in future COPRAS-type projects. COPRAS will aim to present these results, summarized in the Open Meeting report (COPRAS deliverable D25) at the IST2006 event planned for 22-24 November 2006 in Helsinki.

In addition, the Open Meeting will mark the point where COPRAS' promotional activities culminate, hence the target will be to create maximum awareness with respect to its deliverables such as the Generic Guidelines, the case-study brochures, and others, in order to boost their usage by the targeted constituencies, and to put the issues highlighted in these deliverables on the agenda of the main stakeholders.

4. Concluding remarks

This final version of the COPRAS Dissemination and Exploitation Plan describes the project's planned marketing efforts during the second half of its lifespan. The basis for the document lies in the fact that, despite its initial level of detail, the Dissemination and Exploitation Plan was written as a 'living document' that was to be updated as a result of the project moving forward or as a consequence of feedback received from stakeholders, e.g. from project reviewers.

The plan therefore is an evaluation of the results COPRAS has achieved so far with its initial marketing strategy, with the addition of the specific (different) promotional requirements relating to the deliverables it will produce during the second part of its activities.

Included are again a coherent and carefully structured set of promotional tools and sequential processes, aiming to synchronize communication with stakeholders and dissemination of its results as

much as possible with the processes and deliverables, working towards the Open Meeting and adjacent communication and promotion efforts, and culminating at the end of the project's lifespan.

Nevertheless, it should be understood that also this final version of the Dissemination and Exploitation Plan is also a living document. Despite its initial success, the strategy described in it may therefore have to be adapted again, based on the circumstances COPRAS will encounter. Where there is a demonstrated need for amendment; the COPRAS partners may produce and publish revised versions of the present deliverable (D21).