



MORPHEUS

Abstract of D6.6: Report on Dissemination Plan – Year 2007

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| CONTRACT NO | MORPHEUS IST 027342 |
| TYPE OF DOCUMENT | Publishable abstract of D6.6 |
| DATE | 20/12/2007 |
| ABSTRACT | This document is the abstract of the D6.6. It is available on the MORPHEUS public website |
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| WORKPACKAGE | WP6 |
| CONFIDENTIALITY LEVEL | RE |
| FILING CODE | MORPHEUS-ST-D6.6-R1.2 |



This document (deliverable D6.6) provides a picture of the dissemination plan after the second year of the project, to verify the effectiveness of the dissemination strategy. It describes the dissemination activities and it reports the results of the dissemination in MORPHEUS from the beginning up to the second year of the project. It presents, in a detailed manner, the results of communication and dissemination strategy for the diffusion of the project results.

This document defines five objectives of the dissemination: to raise awareness about RC, to contact other researchers in the field, to promote debate, to promote business and to extend cooperation among partners.

Then it analyzes the different tools (press release, flyer, book, web site) that are used within MORPHEUS, evaluating also their impact on the dissemination effectiveness. The press release is described, reporting about its motivation and impact. The flyer is examined, reporting where it was distributed. The project to produce a book is outlined. The MORPHEUS web site is described, including its motivation and planned future activity; also a set of references to MORPHEUS from other web sites of the project partners is shown.

The core of the deliverable is a chapter about the publications and presentations, it is aimed at documenting the amount of dissemination performed and to demonstrate that it fulfils the expected milestones and the list of actions for "Dissemination of knowledge" defined in Section A.2 of the MORPHEUS-ART-0-PAR-YEAR1-R2.0. Every publication or presentation is treated in detail about its contents, and to some extent also about the motivations and feedbacks. Most of the emphasis is put on the description of the major dissemination events such as UNICAD workshop, DATE conference, the AMWAS, the CASTNESS and the ECSI workshop. This part reports the following dissemination events:

- 8 publications of papers in 2006 (RCeducation, SEW, CONQUEST, MOTES, QSIC, FPL, SBCCI, EURASIP),
- 10 publications of papers in 2007 (RCeducation, DRS, SQS, 4 DATE, ERSA, FPL, SOC),
- 21 presentations in 2007 (CASTNESS, 4 ECSI, 16 AMWAS),
- the organization of or participation to 5 workshops (UNICAD, CASTNESS, ECSI, DATE, AMWAS).

Attention is also paid to describe how the collaboration with other European project has been developed; a section dedicated to this issue that is recurring in many presentations. We also participated and organized events about it (CASTNESS, DATE, and AMWAS).

As far as the five objectives are concerned we check the commitments from the DoW or from MORPHEUS-ART-0-PAR-YEAR1-R2.0 to derive some quantitative indicator about the state of the dissemination, then we pass to provide qualitative evaluation of the level of achievement of the objectives.

Milestone M6.4 (10 main publications until M18) is achieved.

Milestone M6.6 (15 conference/journal papers at M30) is achieved.

M6.5 (3 workshops until M24) is achieved

About the web site: milestones M6.1.4 to M6.1.10 are achieved, corresponding to 7 new versions in 9 months (from March to December 2007). M6.1.11 and M6.1.12, respectively planned at

November and December 2008 are late (they will be finalized in January and February 2008).

Of the dissemination actions planned in the list of MORPHEUS-ART-0-PAR-YEAR1-R2.0 we have completed 36 out of 40; 9 more actions that were not originally planned in PAR 2.0 are reported in this deliverable.



As far as the quantity is concerned dissemination is on track and to some extent the project has also made more than was initially planned. The milestones defined in the original DoW have been fulfilled and also exceeded as far as the number of events and publications is concerned.

We pass now to evaluate the objectives in a qualitative manner.

- The objective to raise awareness about RC is achieved. The impressive list of actions documenting many events involving a large number of people, and the first positive feedbacks suggest that the interest in RC in industry and academia is increasing.
- The objective to contact other researchers is achieved. New contacts have been developed and old ones have been reinforced. Particularly intensive is the share of information with other European Projects. In some cases, as it appears from the report, it was also possible to establish contacts with professors and researchers interested in a common research.
- The objective to promote debate is achieved. Interest is demonstrated by the feedbacks to all the dissemination events, from the invitation to other similar events (4S Dec. 2007, CASTNESS 2008).
- The objective about extending cooperation among partners is also fulfilled to a good extent.

In the process of publication, in fact, all the partners demonstrated a positive attitude to establishing new collaborative relations. The same attitude was demonstrated in the common activity also, solving the project daily problems (ex. institution of collaborative team in Bologna).

- The goal to promote business is still to be achieved and we will continue to pursue it.

This document provides a very comprehensive picture which illustrates how the consortium has fulfilled the PO requests regarding dissemination. According to those request this document reports “what” we have disseminated (technical content of the dissemination), “why” we planned certain events (covered by the motivation sections) and the “effect” of the dissemination events (covered by the feedback sections).

This report describes the dissemination activities from the beginning of the project mainly presenting the dissemination effort and its impact for year 2007. The outcome of the dissemination strategy follows five well defined objectives. This report offers a detailed report of the various activities and tools used for achieving the objectives.

Dissemination is substantially on track with respect to what was planned in the original DoW and in PAR 2.0, it is also aligned to the project achievements of the various WPs. The anticipated goals have not only been reached but over-fulfilled in some areas.

