D8.2
Dissemination Strategy and FInES Cluster Collaboration Plan

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This report introduces the general dissemination strategy for GloNet, which addresses various target groups, namely:

- Academic and research community,
- Business / industry community, with particular focus on the solar energy domain and cloud computing technology developers,
- Related projects community, through FinES cluster,
- Society in general.

As specific communication channels and formats are needed for each group, a discussion of the considered channels and dissemination materials is included.

An initial dissemination plan is defined and the first actions already carried out are also included.

Naturally, this plan will need periodic updates considering the schedule of achievement of project results and the dissemination opportunities that can be identified, namely external events organized by other entities.
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This deliverable is one of the initial outcomes of WP8, which is devoted to exploitation and dissemination. In this work package it is assumed that dissemination (impact creation) and exploitation are intrinsically linked activities, as the:

- Correct enhancement and management of impact from project results creates the basis for a future successful exploitation (both from business and academic perspectives).
- Exploitation can build upon the awareness and the network or relationships generated through the impact oriented activities (dissemination).
- Exploitation enacts the actual realization of impact.

Therefore, D8.2 defines the dissemination strategy for GloNet and includes an initial plan for the needed actions. A particular attention is also devoted to planning the collaboration with related projects through the FinES cluster.

As such, D8.2 results from the initial planning activities carried out in the following tasks:

- Task 8.2 – Industry and societal dissemination and impact
- Task 8.4 – Scientific dissemination and impact
- Task 8.5 – Collaboration with other Projects and Clusters.

As shown in the diagram above, the results of the implementation of this dissemination strategy will be reported in future deliverables, namely D8.31, D8.32, D8.61, D8.62, and D8.63. Nevertheless some initial results are already included in this report.
1. INTRODUCTION

Dissemination is responsible for the communication of the project results towards stakeholders, potential customers, interested communities and other relevant audience groups that might contribute to the adoption of the project results. Thus the GloNet dissemination strategy aims at generating value for EU industries and academia from the project results, as well as creating new opportunities for the involved partners. It also aims at providing the appropriate and reliable information concerning the project to all other interested parties.

In fact, dissemination of project results is a fundamental mechanism for impact creation. However, creating impact out of research results is a multi-phase, long-term process, which typically goes far beyond the time frame of a research project. Fig. 1 illustrates some of these main phases. A typical project duration covers phase i), while phase ii) usually happens after the R&D project ends. This figure also shows the main actors involved in each phase.

![Figure 1. R&D phases and impact creation](image)

A multiplier in this context is an entity, external to the project, which thanks to its role and position in the society can help multiplying the impacts of the project. Examples of such entities include innovation promotion institutions, regional associations of SMEs, or professional associations. It is not realistic to expect that a research consortium can, by itself, cause a significant impact in the society. Even if high quality results are achieved and if the consortium is composed of organizations from a large number of countries, it is unlikely that such consortium has the resources to create large impact at the European level (for instance). A promising alternative is however to establish cooperation links with carefully selected multipliers and organize dissemination activities specially focused on these entities. With this approach a better use of the competencies of each party is possible and the likelihood of an effective impact on society increases [1].

Considering the above phases, the assessment of impact and the identification of adequate impact indicators also needs to consider various stages, as illustrated in Fig. 2.

Fig. 2 also illustrates some of the typical “indicators” that can be considered in each phase. For instance, in phase a) (i.e. early stage of the project) it makes sense to consider: i) the number of papers in conferences (at this stage, it is too early to have journal publications), ii) the number of presentations in qualified events, and iii) the plans for case studies (as an indicator of potential impact), while market (economic) indicators and (full) citations list can only be considered in phase d), i.e. after the project ends.
As implicit in this model, during the initial assessment phases of the general impact (i.e. during the project duration) it is not possible to measure the actual impacts, but rather measuring the creation of capacities and capabilities (i.e. potentials) to cause future impact. While having a good set of “potentials” is not an absolute guarantee of achieving large impacts (please also note that actual impacts will depend on external factors, as well), it is certainly a pre-condition [1].

In the long term, the final success of a research project will be judged based on the impact it will create both in the research community and in the society. As mentioned above, the dissemination activities are a fundamental mechanism for impact creation. The effectiveness of the dissemination process depends on the identification of the target audience (including potential multipliers) and the selection of appropriate communication channels, tailored for each group. Therefore, GloNet's strategy separates the dissemination towards the academic and research community (Section 2) from the dissemination to industry (Section 3) and society in general (Section 5). A particular target group is constituted by related projects regarding which the aim is not only dissemination but also the creation of synergies towards some joint impact creation (Section 4).
2. SCIENTIFIC DISSEMINATION

2.1 INTRODUCTION

In order to avoid that new knowledge generated in GloNet will remain confined to small circles and communities, and even lost, an active scientific dissemination action will be pursued.

For the research and academic community only publications in highly recognized peer-reviewed channels are appropriate. The European Collaborative Networks community needs to increase its presence in the most prestigious scientific channels in order to “be heard” and have a larger impact in the international scientific community. Therefore, GloNet approach for scientific dissemination seeks publications in highly recognized peer-reviewed journals, preferably referenced in the Science Citation Index as well as well-recognized conferences with standard peer reviewing process (based on full papers, not abstracts) and preferably co-sponsored by international associations such as IEEE, ACM, IFIP, IFAC, and with proceedings published by international publishers, in order to increase the impact.

As target scientific dissemination indicators, GloNet aims the following:

- Number of related conferences in which GloNet is active: \( \geq 2 \) per year
- Number of publication in scientific conferences (Web of Science): \( \geq 10 \)
- Number of publication in scientific journals (from Science Citation Index): \( \geq 4 \)

Furthermore GloNet results are also expected to support the development of 3 PhD Thesis.

2.2 SCIENTIFIC PUBLICATION STRATEGY

This section includes an initial attempt to define a list of suggested publications channels. This list will be updated during the progress of the project.

For publications of the most valuable project developments and final results, high impact scientific journals will be considered. A widely used journal ranking is given by the ISI Science Citation Index Impact Factor [2]. Another ranking, known as SCIMAGO [3], classifies journals in different quality levels - quartile Q1 (highest) to quartile Q4 (lowest). Table 1 identifies a list of journals that frequently publish collaborative networks related papers and that have simultaneously a good SCI impact factor and belong to Q1 in SCIMAGO.

Table 1. Examples of relevant journals for Collaborative Networks

<table>
<thead>
<tr>
<th>Collaborative Networks</th>
<th>ISSN</th>
<th>SCI</th>
<th>Scimago</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>IF 2010</td>
<td>IF 5 years</td>
<td>2011</td>
</tr>
<tr>
<td>TECHNOVATION</td>
<td>0166-4972</td>
<td>2,993</td>
<td>2,783</td>
</tr>
<tr>
<td>Journal of Strategic Information Systems</td>
<td>0963-8687</td>
<td>2,9</td>
<td>3,795</td>
</tr>
<tr>
<td>I. J. Production Economics</td>
<td>0925-5273</td>
<td>1,988</td>
<td>2,411</td>
</tr>
<tr>
<td>IEEE Transactions on Systems, Man, and Cybernetics Part A</td>
<td>1083-4427</td>
<td>2,080</td>
<td>2,300</td>
</tr>
<tr>
<td>Annual Reviews in Control</td>
<td>1367-5788</td>
<td>1,884</td>
<td>2,273</td>
</tr>
<tr>
<td>Electronic Commerce Research and Applications</td>
<td>1567-4223</td>
<td>1,946</td>
<td>1,734</td>
</tr>
<tr>
<td>IEEE Transactions on Engineering Management</td>
<td>0018-9391</td>
<td>1,344</td>
<td>2,172</td>
</tr>
<tr>
<td>IEEE Transactions on Systems, Man, &amp; Cybernetics, Part C</td>
<td>1094-6977</td>
<td>2,089</td>
<td>2,112</td>
</tr>
<tr>
<td>IEEE Transactions on Industrial Informatics</td>
<td>1551-3203</td>
<td>1,627</td>
<td>2,066</td>
</tr>
<tr>
<td>Computers in industry</td>
<td>0166-3615</td>
<td>1,620</td>
<td>2,061</td>
</tr>
<tr>
<td>I. J. Advanced Engineering Informatics</td>
<td>1474-0346</td>
<td>1,400</td>
<td>1,910</td>
</tr>
</tbody>
</table>
In addition to Collaborative Networks topics, GloNet also addresses other related topics, namely Distributed Information Systems and Systems Integration, for which a complementary list of relevant journals is identified (see Table 2).

Table 2. Examples of relevant journals for Distributed Information Systems and Integration

<table>
<thead>
<tr>
<th>Distributed Information Systems and Integration</th>
<th>ISSN</th>
<th>SCI IF 2010</th>
<th>SCI IF 5 years</th>
<th>Scimago 2011</th>
<th>Scimago 2010</th>
<th>Scimago 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIS Quarterly: Management Information Systems</td>
<td>0276-7783</td>
<td>5,041</td>
<td>9,821</td>
<td>Q1</td>
<td>Q1</td>
<td>Q1</td>
</tr>
<tr>
<td>IEEE Transactions on Industrial Electronics</td>
<td>0278-0046</td>
<td>3,439</td>
<td>3,824</td>
<td>Q1</td>
<td>Q1</td>
<td>Q1</td>
</tr>
<tr>
<td>Journal of Strategic Information Systems</td>
<td>0963-8687</td>
<td>2,9</td>
<td>3,795</td>
<td>Q1</td>
<td>Q1</td>
<td>Q1</td>
</tr>
<tr>
<td>IEEE Pervasive Computing</td>
<td>1536-1268</td>
<td>2,189</td>
<td>3,351</td>
<td>Q1</td>
<td>Q1</td>
<td>Q1</td>
</tr>
<tr>
<td>IEEE Transactions on Knowledge and Data Engineering</td>
<td>1041-4347</td>
<td>1,847</td>
<td>2,893</td>
<td>Q1</td>
<td>Q1</td>
<td>Q1</td>
</tr>
<tr>
<td>IEEE Intelligent Systems</td>
<td>1541-1672</td>
<td>2,570</td>
<td>2,632</td>
<td>Q1</td>
<td>Q1</td>
<td>Q2</td>
</tr>
<tr>
<td>IEEE Transactions on Systems, Man, and Cybernetics Part A</td>
<td>1083-4427</td>
<td>2,080</td>
<td>2,300</td>
<td>Q1</td>
<td>Q1</td>
<td>Q1</td>
</tr>
<tr>
<td>Expert Systems with Applications</td>
<td>0957-4174</td>
<td>1,924</td>
<td>2,193</td>
<td>Q1</td>
<td>Q1</td>
<td>Q1</td>
</tr>
<tr>
<td>IEEE Transactions on Systems, Man, &amp; Cybernetics, Part C</td>
<td>1094-6977</td>
<td>2,089</td>
<td>2,112</td>
<td>Q1</td>
<td>Q1</td>
<td>Q1</td>
</tr>
<tr>
<td>IEEE Transactions on Industrial Informatics</td>
<td>1551-3203</td>
<td>1,627</td>
<td>2,066</td>
<td>Q2</td>
<td>Q1</td>
<td>Q1</td>
</tr>
<tr>
<td>Computers in industry</td>
<td>0166-3615</td>
<td>1,620</td>
<td>2,061</td>
<td>Q1</td>
<td>Q1</td>
<td>Q1</td>
</tr>
<tr>
<td>I. J. Advanced Engineering Informatics</td>
<td>1474-0346</td>
<td>1,400</td>
<td>1,910</td>
<td>Q1</td>
<td>Q1</td>
<td>Q1</td>
</tr>
<tr>
<td>Data &amp; Knowledge Engineering</td>
<td>0169-023X</td>
<td>1,717</td>
<td>1,852</td>
<td>Q1</td>
<td>Q1</td>
<td>Q1</td>
</tr>
<tr>
<td>J. Future Generation Computer Systems</td>
<td>0167-739X</td>
<td>2,365</td>
<td>1,831</td>
<td>Q1</td>
<td>Q1</td>
<td>Q2</td>
</tr>
<tr>
<td>International Journal on Semantic Web and Information Systems</td>
<td>1552-6283</td>
<td>1,679</td>
<td>Q1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journal Computers &amp; Industrial Engineering</td>
<td>0360-8352</td>
<td>1,543</td>
<td>1,823</td>
<td>Q1</td>
<td>Q1</td>
<td>Q1</td>
</tr>
<tr>
<td>Industrial Management and Data Systems</td>
<td>0263-5577</td>
<td>1,569</td>
<td>1,756</td>
<td>Q1</td>
<td>Q1</td>
<td>Q1</td>
</tr>
<tr>
<td>Personal and Ubiquitous Computing</td>
<td>1617-4909</td>
<td>1,137</td>
<td>1,467</td>
<td>Q1</td>
<td>Q2</td>
<td>Q1</td>
</tr>
<tr>
<td>Enterprise Information Systems</td>
<td>1230-1612</td>
<td>0,786</td>
<td>1,288</td>
<td>Q1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Apart from the targeted journal publications, the other foreseen scientific dissemination strategy is the use of scientific conferences.

The targeted conferences are the high-profile and focused scientific conferences on collaborative networks. Scientific conferences sponsored by international technical societies (e.g. IEEE, IFIP, IFAC, SOCOLNET). As there are no widely accepted indicators to assess the quality of conferences, one preference factor will be for proceedings published by a major international publisher (to increase potential impact) and indexed by ISI Web of Science or IEEE Explore. Another indicator of quality that is sometimes used is the acceptance rate for papers submitted to the conference. A low acceptance rate is an indicator of rigorous selection and quality. However these rates are not known for all conferences. From these scientific conferences also shall result high quality discussions with experts in the area, and validation of the project results by the scientific community.

Table 3 below shows a set of conferences satisfying some of the above criteria and whose scope is relevant for GloNet.

<table>
<thead>
<tr>
<th>Conference</th>
<th>Sponsors</th>
<th>Indexing</th>
<th>Acceptance rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRO-VE – IFIP Working Conference on Virtual Enterprises</td>
<td>IFIP, Socolnet</td>
<td>ISI-WoS</td>
<td>25%</td>
</tr>
<tr>
<td>DEXA - International Conference on Database and Expert Systems Applications</td>
<td></td>
<td>ISI-WoS</td>
<td>23%</td>
</tr>
<tr>
<td>CTS - International Symposium on Collaborative Technologies and Systems</td>
<td>ACM, IEEE</td>
<td>ISI-WoS</td>
<td>56%</td>
</tr>
<tr>
<td>BASYS – IFIP Working Conference on Information Technology Balanced Automation</td>
<td>IFIP, Socolnet</td>
<td>ISI-WoS</td>
<td>49%</td>
</tr>
<tr>
<td>DEST - Int Conf on Digital Ecosystems and Technologies</td>
<td>IEEE</td>
<td>IEEE</td>
<td>40%</td>
</tr>
<tr>
<td>SAINT - Symposium on Applications and the Internet</td>
<td>IEEE</td>
<td>ISI-WoS, IEEE</td>
<td>30%</td>
</tr>
<tr>
<td>CSCWD - International Conference on Computer Supported Cooperative Work in Design</td>
<td>IEEE</td>
<td>ISI-WoS, IEEE</td>
<td></td>
</tr>
<tr>
<td>INDIN – IEEE International Conference on Industrial Informatics</td>
<td>IEEE</td>
<td>ISI-WoS, IEEE</td>
<td></td>
</tr>
<tr>
<td>APMS - International Conference on Advances in Production Management Systems</td>
<td>IFIP</td>
<td>ISI-WoS</td>
<td></td>
</tr>
<tr>
<td>DET- International CIRP Conference in Digital Enterprise Technology</td>
<td>CIRP</td>
<td>ISI-WoS</td>
<td></td>
</tr>
<tr>
<td>CoopIS - International Conference on Knowledge-Based Intelligent Information &amp; Engineering Systems</td>
<td></td>
<td>ISI-WoS (some years)</td>
<td>20%</td>
</tr>
<tr>
<td>ICEIS - International Conference on Enterprise Information Systems</td>
<td></td>
<td>ISI-WoS (some years)</td>
<td>12%</td>
</tr>
<tr>
<td>INCOM - IFAC Symposium on Information Control Problems in</td>
<td>IFAC</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>
It shall be noted that the above lists of journals and conferences are, to a large extent, in line with the corresponding lists organized by FinES. Nevertheless, FinES lists are more focused on Interoperability, while the focus here is on Collaborative Networks.

In addition to the scientific publications, the consortium aims at publishing project’s developments and final results in technical business journals and magazines which are read by relevant decision makers, as discussed in Section 3.

### 2.3 PRELIMINARY PLAN

Taking into account the planned schedule of project results and the target publication indicators, the following preliminary plan (Fig. 3) is defined:

**Journals:**

<table>
<thead>
<tr>
<th>Journals</th>
<th>IFIP</th>
<th>ISI-WoS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRO-VE’11</td>
<td>IFIP</td>
<td>ISI-WoS</td>
</tr>
<tr>
<td>PRO-VE’12</td>
<td>IEEE, I-PROMS</td>
<td>-</td>
</tr>
<tr>
<td>DoCEIS’12</td>
<td>IEEE, IFIP, Socnet</td>
<td>ISI-WoS</td>
</tr>
<tr>
<td>PervasiveHealth</td>
<td>ICST</td>
<td>IEEE</td>
</tr>
<tr>
<td>IMS – Intelligent Manufacturing Systems</td>
<td>IFAC</td>
<td>-</td>
</tr>
</tbody>
</table>

**Conferences:**

**PRO-VE’11**
(Joint Uninova, UvA, CAS Goals & approach)

**PRO-VE’12**
(Architecture ?)
(Cloud platform?)

**PRO-VE’13**
(Integrated System ?)
(WP4 results?)
(WP5 results?)
(WP3 results?)

**DEST’13?**

**DEST’14?**

**DEXA’14?**

**SAINT'14?**

*(Final results)*

*Figure 3. Preliminary plan of publications*
This tentative plan needs to be updated as the project progresses, and taking into account the actual conference dates every year.

2.4 INITIAL PUBLICATIONS

During the first semester of GloNet the following initial conference publications were prepared:

Joint paper Uninova-UvA-CAS:

**Collaborative Networks in Support of Service-Enhanced Products**
L. M. Camarinha-Matos (Uninova), H. Afsarmanesh (UvA), B. Koelmel (CAS)
DOI: 10.1007/978-3-642-23330-2_11

Related papers:

**Emotions in Collaborative Networks: A Monitoring System**
Filipa Ferrada and Luis M. Camarinha-Matos (Uninova)

**Electronic Negotiation Support Environment in Collaborative Networks**
Ana Inês Oliveira and Luis M. Camarinha-Matos (Uninova)

**From CRM to xRM: Managerial Trends and Future Challenges on the Way to Anything Relationship Management**
Johannes Britsch, Bernhard Koelmel (CAS)

Since all previous editions of PRO-VE and DoCEIS had their proceedings indexed in the Web of Science, it is also expected that the first 3 papers will be included in that index.
3. INDUSTRY-ORIENTED DISSEMINATION

Further to the scientific dissemination strategies discussed in section 2, industry oriented dissemination strategy will also be used to disseminate GLONET results to related industrial sectors.

3.1 INTRODUCTION

This section defines a dissemination plan to secure the maximum impact of project results into the industry sector. It describes the concrete dissemination activities planned and outlines a schedule for these actions. In this line, to reach the desired awareness level, it is first needed to identify and define the following main aspects:

- Relevant stakeholders and their needs.
- Focused communication channels.
- Dissemination activities to be performed tailored to the requirements and interests of the target groups.

After that, the initial dissemination plan of the project towards industry is described.

The present initial version of the dissemination plan for the industry sector will be reviewed and updated during the project lifetime to reflect new opportunities for dissemination.

3.2 GENERAL STRATEGY

The main objective of the dissemination strategy is the diffusion of GloNet’s cloud-based collaboration platform, tools, and methodological results. In this sense, the planned dissemination actions are not exclusively focused on the perspective of the “Solar Park” use case, but also address stakeholders in related business scenarios involving service-enhanced products. Nevertheless, given the importance of this use case, it is used as a starting point, when defining the requirements for the dissemination strategy.

In order to better define the general dissemination strategy, it is necessary to identify the following aspects:

- What is going to be disseminated?
- Who are the target dissemination groups?

Knowing the answer to these questions will allow to identify the main features of GloNet from the dissemination perspective, the main stakeholders involved and also in which way the project results can contribute to the different stakeholder’s needs. Once these aspects have been identified, in following sections dissemination actions for one or more stakeholders will be defined.

Identification of relevant stakeholders and their needs

In order to identify and categorize the different target groups for industry oriented dissemination, it has been taken, as a starting point, the stakeholders’ categorization of GloNet domain context “Solar Plants development & Operation” made in D1.1. The process followed was:

1. Defining the value chain of the use case
2. Abstracting the value chain and identification of the main stakeholders (general case)
3. Categorizing the main target groups and their needs.

Definition of use case’s value chain

The value chain allows to realize a good definition of the main activities which make the creation and maintenance process of a solar plant as well as the stakeholders who are involved in this process.

Fig. 4 shows the value chain defined for the use case of Solar Plant Development & Operation.
The roles and needs of the different stakeholder identified are described in Table 4.

**Table 4.** Roles and stakeholder needs in solar plant use case

<table>
<thead>
<tr>
<th>STAKEHOLDER</th>
<th>ROLE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Investing Co.</strong></td>
<td>Owner of the Solar power plant</td>
</tr>
<tr>
<td></td>
<td>Industry</td>
</tr>
<tr>
<td></td>
<td>Public Administration</td>
</tr>
<tr>
<td></td>
<td>Agriculture</td>
</tr>
<tr>
<td><strong>Project developing firm</strong></td>
<td>Specialized in providing solar plan development. It is the responsible of project’s management and success.</td>
</tr>
<tr>
<td><strong>Lending organization (e.g. bank)</strong></td>
<td>Giving the required equity through a loan</td>
</tr>
<tr>
<td><strong>Insurance Co.</strong></td>
<td>Giving the insurance</td>
</tr>
<tr>
<td><strong>Utility Co.</strong></td>
<td>Buying the energy produced by the solar plant</td>
</tr>
<tr>
<td><strong>Government Agency</strong></td>
<td>Giving all the needed legal rights and permissions for the construction of the solar plant</td>
</tr>
<tr>
<td><strong>Suppliers</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Management - Service Provision org</td>
</tr>
<tr>
<td></td>
<td>Solar PV Support service provision</td>
</tr>
<tr>
<td></td>
<td>Engineering procurement &amp; construction Service Provision Org</td>
</tr>
<tr>
<td></td>
<td>Solar PV equipment manufacturing: Panels Inverters &amp; Mounting Equipment</td>
</tr>
<tr>
<td></td>
<td>Other ICT services</td>
</tr>
<tr>
<td></td>
<td>Enhancing the performance of power plants and assisting/guarantee its proper operation</td>
</tr>
<tr>
<td><strong>Forwarder</strong></td>
<td>The Forwarder coordinates and considers deadlines between the related parties, like supplier-customer-forwarder</td>
</tr>
</tbody>
</table>

**Figure 4.** Simplified value chain in the solar plant use case
Abstraction of the value chain and identification of the main stakeholders

The abstraction of the value chain’s use case allows to identify the main features of GloNet system, as well as the groups of stakeholders involved in it and, so that, can be considered target groups of GloNet’s dissemination activities.

As shown in Fig. 5, the main identified target groups are the following:

- Developers
- Clients
- Internal critical suppliers
- External critical suppliers
- Other stakeholders (funding entities, Government, users, insurance companies, etc).

Categorization of the target groups and their needs

The roles and needs of the different stakeholders identified are described in Table 5.

Table 5. Roles and stakeholder needs in GloNet generalized scenarios

<table>
<thead>
<tr>
<th>STAKEHOLDER</th>
<th>ROLE</th>
<th>NEEDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developers</td>
<td>Developing and maintaining the platform and services</td>
<td>Cloud development context; Increasing the number of potential clients; Distributing its services around the world; Decreasing costs</td>
</tr>
<tr>
<td>Clients</td>
<td>Clients are the owners of the product or service demanded. Could be also users of the platform or only owners of it (playing the role of an intermediary organization).</td>
<td>Having access to integrated services; Decreasing cost production; Having access to detailed information about services/products and suppliers; Having better communication with the developer company of the service/product</td>
</tr>
<tr>
<td>Internal critical suppliers</td>
<td>In this category are included all the organizations along the value chain of the product which produce the necessary materials on parts that are required to obtain the final product. They are the responsible of assembling the final products.</td>
<td>Novel ways to represent/provide the information and knowledge (e.g. catalogue of products, brochures, process descriptions, best practices, company profile, etc.)</td>
</tr>
<tr>
<td>External suppliers</td>
<td>Organizations which are not inside the value chain but produce materials and/or commodities that are acquired by internal critical suppliers.</td>
<td>Services for dynamic virtual enterprise formation to take business opportunities; Support for collaborative problem solving; Mechanisms to facilitate the development and deployment of product-based services; Support the negotiation among all involved parties (contracts, agreements, etc.); Support effective knowledge management.</td>
</tr>
<tr>
<td>Other stakeholders (funding entities, Government, users, insurance Co, etc)</td>
<td>Organizations which are necessary for the development and implementation of the product. Obtaining funding; Obtaining licenses and legal aspects using the products.</td>
<td>Having access to data base and detailed information; Receiving the detailed information for the delivery of licenses; Having special tools for the project and products evaluation</td>
</tr>
</tbody>
</table>
3.3 PRELIMINARY PLAN

This section defines the channels that should be used and the concrete planned actions for the dissemination of the project’s results among the different industry target groups.

Best practices and matrix of channels

An analysis of at least 10 European Projects allowed us to identify which are the typical practices for dissemination of the project’s developments and results. These include:

- Presentations during national and international conferences
- Regional workshops presentations
- Audiovisual media
- Printed and online press
- Focused lectures
- Brochure
- Newsletters
- Website
- Social media
- Demonstrations.

GloNet plans to use most of these channels for its industry oriented dissemination.

Once channels and activities have been identified for the promotion of the project, it is necessary to make a decision on specific actions according to the different target groups’ characteristics and needs. Table 6 presents the different types of activities that are going to be used in order to disseminate GloNet results according to different target groups.

Table 6. Main dissemination actions per type of stakeholder

<table>
<thead>
<tr>
<th>Actions</th>
<th>Relevant Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Developers</td>
</tr>
<tr>
<td>Presentations during national and international conferences</td>
<td>X</td>
</tr>
<tr>
<td>Regional workshops presentations</td>
<td>X</td>
</tr>
<tr>
<td>Media (printed and digital)</td>
<td>X</td>
</tr>
<tr>
<td>Brochure</td>
<td>X</td>
</tr>
<tr>
<td>Newsletters</td>
<td>X</td>
</tr>
<tr>
<td>Website</td>
<td>X</td>
</tr>
<tr>
<td>Other digital dissemination channels (YouTube, announcements, ..)</td>
<td>X</td>
</tr>
</tbody>
</table>

As it can be seen in the above matrix, there are some dissemination channels that can be used for all target groups (e.g. brochure, newsletters, website, media and other dissemination channels), but other dissemination channels can only be used for some specifics groups (e.g. presentations during national and international conferences and regional workshops presentations).

Actions and timing

The main dissemination actions related to the industrial sector can be grouped as follows:

- Actions planned for the general dissemination (society in general), but which can also be used for the dissemination among the target groups identified in previous section. These are:
  - Website,
Specific actions planned for industry oriented dissemination. These actions include:
- Presentation during national and international business meetings,
- Regional workshop presentations,
- Printed and digital media.

The following paragraphs include an initial plan of the specific disseminations actions targeted to the industry sector because of the rest of general activities are already included in other sections of this deliverable.

**National and international business meetings**

An initial plan forecasts the participation of GloNet in a number of national and international business events:

- **Dissemination activity: Presentation at CeBIT 2012**
  Stakeholders: industrial visitors, scientific visitors, politicians, journalists
  CAS will present the GloNet project at the world’s largest and most international computer expo CeBIT. Presentation details and dissemination impact will be added after the event.

- **PV training Program in Chennai.** The focus of this program will transferring practical knowledge needed in the Operation and Maintenance of solar plants.

- **Intersolar Conference, Munich.** This conference is the world’s largest Solar Exhibition and thus a good forum for dissemination of GloNet results.

- **Intersolar Conference, India.** The main objective of this conference is to provide great insight into the Indian solar market by bringing companies from around the world together so they may prosper and gain the knowledge needed to expedite the implementation of solar as a significant source of energy.


- **Energy Conference & Photovoltaic Forum, Prague.** September 2013. September 2014. Energy Conference will address issues of energy efficiency and reducing payments for energy. You will be able to see the latest releases from the regulation of lighting and light sources. Photovoltaic Forum will focus on management and maintenance of existing photovoltaic power plants, increasing their revenues and the impact of current legislation on the operation of such sources energy.

The following figure shows the estimated schedule for these events:

![Event Schedule](image)

**Figure 6. Participation in business events - initial plan**

This tentative plan needs to be updated as the project progresses, and taking into account the actual conference dates every year.

**Other business-related dissemination actions:**

Larsen and Tuebro, a leading Solar EPC company has chosen iPLON as its supplier for the Monitoring and Control of its 20 MWp Solar Plant in India. The results of Glonet platform will be used and evaluated by this
company in Chennai / India. L&T is also discussing the possibility of outsourcing the Operation and Maintenance of solar plants to iPLON India; thus the results of GloNet will be a perfect fit to iPLONs strategy in India. As in a developing Market, there is more chance for co-creation and co-inventions, therefore iPLON is focusing on the dissemination of GloNet results in the Indian Market.

iPLON is also planning to enter the PV Bulgarien Market. We have the first contacts with a local Bulgarian company and plan through them to reach the Market. As the GloNet platform reaches a good level of maturity, iPLON expects to also disseminate the results in Bulgaria.

Dissemination activity: Dissemination at CyberForum
Stakeholder: Industrial cluster members, scientific cluster members
CyberForum (www.cyberforum.de) is a strategic network comprising over 900 members from the German high-tech-industry, including universities, research institutes, SMEs, financial service providers, freelancers and municipal stakeholders. CyberForum facilitates agglomeration among German ICT players by enabling knowledge sharing, networking, etc. The active network is targeted for GloNet dissemination activities since CAS is a member of the executive board of CyberForum. GloNet can be promoted in newsletters or during network events. Detailed dissemination opportunities are being negotiated about at the moment.

Regional workshop presentations
The realization of 4 regional workshops targeting specific industry stakeholders in Spain, Germany, Chennai (India), and Check Republic is currently planned. The main objectives of these workshops are to disseminate GloNet final results.

Furthermore, since iPLON is an active member of the local Industry and Commerce Organization, the possibility of organizing, in 2013, a workshop focusing on O&M / GloNet in Heilbronn will be explored. The possibility of organizing an event in Denmark is also being considered.

CAS has already presented the GloNet project on five occasions and will present GloNet on various workshops, conferences and other events.

Taking into account the planned schedule of project results the following preliminary plan is defined:

![Figure 7. Regional industry-oriented workshops - initial plan](image)

Focused on its action space, Steinbeis also has an extensive dissemination plan, including:

Dissemination activity: Dissemination within the network of scientific partners
Stakeholder: Scientific partners (universities, research institutes, R&D)
As a transfer-oriented GloNet member, Steinbeis MIT has a huge network of cooperative scientific partners. In 2010, 810 Steinbeis enterprises made up our transfer network. Depending on their aim and assignment, our experts work in legally dependent Steinbeis Transfer Centers, Steinbeis Research Centers, Steinbeis Consulting Centers, Steinbeis Transfer Institutes or legally independent organizations. Steinbeis MIT will promote GloNet within the circle of scientific partners during the entire project. The involved dissemination channels include presentations at the partner sites, discussion sessions and workshops. Steinbeis MIT will update the list of activities throughout the project.

Dissemination activity: Dissemination within the network of scientific partners
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As a transfer-oriented GloNet member, Steinbeis MIT has a huge network of cooperative scientific partners. In 2010, 810 Steinbeis enterprises made up our transfer network. Depending on their aim and assignment, our experts work in legally dependent Steinbeis Transfer Centers, Steinbeis Research Centers, Steinbeis Consulting Centers, Steinbeis Transfer Institutes or legally independent organizations. Steinbeis MIT will promote GloNet within the circle of scientific partners during the entire project. The involved dissemination channels include presentations at the partner sites, discussion sessions and workshops. Steinbeis MIT will update the list of activities throughout the project.

Dissemination activity: Dissemination via Steinbeis network
Stakeholder: Industrial cluster members, scientific cluster members
The market-orientated, tangible transfer of knowledge and technology shapes the nature and work of the entire Steinbeis network. Our centers make a decisive contribution to the success of our clients by providing them with direct access to existing know-how and the very latest research findings. About 810 transfer enterprises belong to the Steinbeis network. They specialize in a variety of fields and disciplines and most are headed up by professors based at a university, a university of applied sciences or a university of cooperative education. The network also encompasses a variety of centers run by self-employed managers, innovative companies and Steinbeis network partners. Today, our Steinbeis Enterprises are located in 16 countries all over the world. What’s more, we are currently expanding our network of global experts with project partners in a further 41 countries.

In addition, Steinbeis centers manage different SME networks in order to enhance cooperative and collaborative networking. The dissemination of GloNet results will also be done via some of these SME networks.

Dissemination activities: Presentations
Stakeholders: SMEs, universities
Steinbeis MIT has already presented the GloNet project on several occasions and will present GloNet on various workshops, conferences and other events (e.g. International Mechatronic Forum in September 2011, internal Steinbeis University Forum in January 2012). In May 2012, Steinbeis will present the GloNet results within the relevant target group automobile manufacturers and component suppliers, which are often organized as collaborative networks.

In addition, Steinbeis has founded a Steinbeis Transfer Institute located at the Steinbeis University dedicated to the research focus of Integrated Engineering. In this context, a certification course for Integrated Engineering has been created for training and qualification of SME employees on the area of cooperative and collaborative networking.

Printed and Digital media

For publications of the most valuable project developments and final results, high impact industrial journals and magazines will be considered. Also other digital medias such as bulletins, publications on websites, blogs, etc. will be considered. Table 7 identifies a preliminary list of potential industry journals and magazines and digital media to be approached.

Table 7. Examples of media to be addressed for dissemination

<table>
<thead>
<tr>
<th>NAME</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>ABC is a major newspaper with wide scope distributed in THE whole Andalusia. ABC has an important financial supplement. ABC has more than 152,000 readers.</td>
</tr>
<tr>
<td>Diario de Sevilla</td>
<td>Diario de Sevilla is a newspaper of Grupo Joly with wide scope distributed in the province of Seville. Diario de Sevilla has a financial supplement. It has more than 73,000 readers.</td>
</tr>
<tr>
<td>RETA (Red de Espacios Tecnológicos de Andalucía)</td>
<td>RETA is a digital magazine specialized in ICT sector.</td>
</tr>
<tr>
<td>Nimboesfera</td>
<td>Nimboesfera is a virtual community of experts in cloud computing technologies in which people share knowledge and experience.</td>
</tr>
<tr>
<td>Eurosolar</td>
<td>Eurosolar is the European Association for Renewable Energy. EUROSO</td>
</tr>
</tbody>
</table>
### Economic Initiatives and a Respectful Relationship with the Environment in Architecture and Urban Planning

- **Photon**
  - Solar energy magazine in Germany

- **SolarServer**

- **EAI**
  - Energy Alternatives India

- **Socolnet Newsletter**
  - Newsletter of the international Society of Collaborative Networks

- **Alternative Energy Magazine**
  - Publisher of Alternative energy (Alternative Energy, AE) magazine is the Czech Environmental Management Centre (CEMC), [www.cemc.cz](http://www.cemc.cz), which is a Non-Profit and Non-Governmental Organization. Alternative Energy is a periodical full-colour magazine, issued continuously since 1998 six times a year (February, April, June, August, October, and December).
  - PR in media: April 2013, August 2013, April 2014.

- **Energy21 Magazine**
  - In each issue you will find interviews and reports, sections on biomass, Biofuels, Wind energy, solar energy, hydropower, Geothermal energy, market, legislation and Attractions. Readers: The operators of biogas, wind, solar and small hydro power plants, manufacturers and consumers of biofuels and bio-technology manufacturers and vendors systems using the above mentioned types of energy, representatives of municipalities, segments of the government, professional societies, associations, and scientific research workplace, farmers - producers of biomass and biofuel feedstocks, ecologically minded general public ... 
  - PR in digital media: May 2013, May 2014.

- **TZB-info**
  - The TZB-info portal is an internet source of specialized information focused on construction, energy conservation and other related fields, collectively known as the technical equipment of buildings. The information for the portal TZB-info is carefully selected and prepared. It serves all kinds of professionals, from designers to assembly workers and merchants, but also the general public. The portal TZB-info receives 500,000 visitors every month.
  - PR in digital media: May 2013, September 2013.

- **Solar News**
  - The portal [www.SolarniNovinky.cz](http://www.SolarniNovinky.cz) (or SolarNews) is an internet source of specialized data focused on publication of news and technology developments in photovoltaic & solar energy in the Czech and Slovak Republics. The portal offers updated information on the developments in those fields. Due to our unique standing as a specialized PV medium our information service is sought-after and read by Czech & Slovak solar professional (solar installers, merchant, developers, designs and integrators) as well as by the general public interested in the photovoltaic.
  - PR in digital media: May 2013, September 2013.

- **Others**
  - TBD

Taking into account the planned schedule of project results and the target publication indicators, the following preliminary plan is defined for issuing press releases (PR):

![Figure 8. Schedule of press releases - initial plan](image_url)
Global indicators

As target industrial dissemination indicators, GloNet aims the following:

- Number of related business conferences in which GloNet is active: $\geq 2$ per year
- Number of publication in industrial magazines: $\geq 4$
- Number of publication in digital media: $\geq 2$ per year
- Involved stakeholders through impact creation mechanisms: $\geq 50$
4. FInES CLUSTER COLLABORATION

4.1 INTRODUCTION

GloNet is part of the Future Internet Enterprise Systems (FInES) cluster of projects. According to the FInES statement, "The Internet becomes a universal business system on which new values can be created by competing as well as collaborating enterprises - incumbent as well as new - through innovation in a level playing field, with sustainable positive benefits for the economy, society and the environment". The cluster aggregates active projects in this area and aims at creating synergies and leveraging knowledge, experiences and findings emerging of multiple initiatives in order to increase the impact of the ICT initiative.

Currently, the activities of FInES are organized around the following task forces:

- Business Values, Business Scenarios and Business Models (re-visited) Task Force
- Collaborative Networks Task Force <NEW>
- Communication Task Force
- Contribution of FInES Research to the Digital Agenda Task Force
- Inter-relation between FInES Research and Standards and Standardisation Task Force
- FInES Architectural Design Principles
- FInES Research Exploitation and Impact Creation Task Force
- FInES Research Roadmap Task Force
- Going Global: The International Dimension of FInES Research and International Cooperation Task Force
- Manufacture and Industry Task Force
- "Scientific Publication" Task Force
- SMEs in the Future Internet Task Force
- Technology watch and FET Task Force
- The Internet as a Universal Business System and ISU Re-visited Task Force

GloNet includes a specific task in its work plan to address the collaboration liaison and co-operation activities with other ICT projects through FInES. The consortium members are committed to provide contributions to the following activities of the cluster:

- Exploitation of synergies / technical 'concertation': participation to workshops, contribution to one of more working groups activities, input to scientific and strategic activities, active contribution to Tasks Forces;
- Joint activities for exchange, dissemination and training;
- Production of dissemination material that can be used for communication towards the general public;
- Co-ordination of standardisation efforts;
- Contribution to repositories of reference implementations and dissemination portals, to be determined according to the project results and exploitation strategy;
- Contribution to business values, business scenarios and business models;
- Contribution to the scientific foundation of collaborative networks in the context of FoF;
- Contribution to the Internet as a universal business system.

The following sections detail the specific plan for collaboration, including the specific working group the project participates. Very initial results are briefly mentioned, and future aimed results will be included in deliverables at the end of each reporting period.
4.2 TASK FORCE ON COLLABORATIVE NETWORKS

The initial phase of FinES, previous to Glonet, was very much focused on interoperability issues. Although the Grand Objectives of its initial roadmap already pointed to collaborative aspects, namely under the topics of Glocal enterprise, Community-oriented Enterprise, and Cloud Enterprise, the perspective of analysis was still very much centered on one enterprise and how its borders can be extended / blurred.

With the launching of the new set of funded projects under the Factories of the Future Call, the issues of virtual enterprise and collaborative networks in general became more relevant, as illustrated in Fig. 9.

Figure 9. Main keywords of the new FoF projects

Along the last 15 years Europe has established a clear lead in this area, supported by a large number of projects and practical implementations on different forms of collaborative networks (CNs), including virtual enterprises, virtual organizations, extended enterprises and dynamic supply chains, business ecosystems and other forms of virtual organizations breeding environments, professional virtual communities, etc. Consolidating those results and pursuing a sounder foundation that provides a common basis for further sustainable developments is now a critical need.

The new set of projects recently funded, strongly focus on building working solutions for collaborative enterprise networks, which opens new opportunities for creating synergies, leveraging the existing scientific legacy, and establishing new research avenues. For this purpose, GloNet proposed the creation of a new Task Force on Collaborative Networks, which was supported by the Project Officer and accepted by FinES.

The main purpose of this task force is to:

"Contribute to the establishment of a sound scientific/technological and engineering basis for Collaborative Networks"

Scope of the task force:

- Organize & consolidate base concepts on CNs
  In interaction with FoF projects
- Contribute to the reference model on Collaborative Networks
  Start with existing stage of reference model e.g. ARCON
- Identify & characterize emerging challenging areas
  Novel application domains, their potential and needs
  e.g. CyberPhysical Systems, Smart grid, Ageing, “Social factories”
  New collaboration forms & their organizational structures

- Identify research needs
  Also taking into account other initiatives in EU and around the world

This new Task Force is coordinated by Prof. Luis M. Camarinha-Matos, the scientific/technical coordinator of GloNet.

In order to achieve its objectives, the task force on CNs needs to pursue the creation of synergies with other related research communities, as illustrated in Fig. 10.

**Figure 10.** Synergies between the task force on CN and related communities

SOCOLNET, the International Society of Collaborative Networks ([http://www.socolnet.org](http://www.socolnet.org)) is an international technical and scientific association, not for profit, that aims at promoting and stimulating scientific research, education, technological development, scientific and technical interactions among researchers in the area of Collaborative Networks, including virtual organizations, virtual enterprises, virtual communities, virtual laboratories, and related areas. Currently it involves members in 46 countries.

The International Federation for Information Processing (IFIP) ([http://www.ifip.org](http://www.ifip.org)), under its Technical Committee 5 on Information Technology Applications, includes a Working Group on Cooperation infrastructure for Virtual Enterprises and electronic business (COVE). This group aims to promote and encourage the research and technological development on many aspects of business practices, advanced tools and mechanisms, and forthcoming standards, in the areas of virtual organizations, virtual enterprises, and advanced electronic business models; to contribute to the harmonization and knowledge dissemination of world-wide research results on virtual organizations and collaborative networks, and to foster needed collaborative developments.

PRO-VE series of Working Conferences on Virtual Enterprises ([http://www.pro-ve.org](http://www.pro-ve.org)), representing the most focused scientific/technical conference in the area, offers a major opportunity for the presentation and discussion of both latest research developments and industrial practice case studies. These conferences are co-sponsored by IFIP WG5.5 and SOCOLNET and have their proceedings published as books by Springer and indexed in the ISI Web of Science.

Under the Technical Committee on Industrial Agents of the IEEE Industrial Electronics Society a new Task Force on Collaborative Networks for Cyber Physical Systems was recently launched.

GloNet intends to exploit the interactions with these communities, namely through the strong involvement of Uninova and University of Amsterdam in such initiatives.
Interactions with existing active collaborative networks of SMEs will also be pursued, namely to collect feedback regarding the outcomes of the Task Force. Examples of networks include: Virtuelle Fabrik, ISOIN, Swiss Microtech, CeBeNetwork, Infranet Partners, Orona EIC, etc.

In order to operationalize its goals and focus the interactions with the related projects and initiatives, the following results are proposed:

Planned short-term outcomes:

- White paper on: **Taxonomy of Collaborative Networks forms**
  In collaboration with Socolnet and IFIP WG5.5
- Organization of a Special Session at PRO-VE conference.

Planned medium-term outcomes:

- White paper on: **Collaborative Networks framework for Cyber Physical Systems (Industrial Internet) Challenges, approach and research agenda**
  In collaboration with IEEE TF on CN frameworks for CPS
- Organization of a Special Issue of a Journal.

At the initial phase of the Task Force on CNs the following expressions of interest were collected:

**GloNet:**
- Luis M. Camarinha-Matos (Uninova)
- Hamideh Afsarmanesh (UVA)
- Bernhard Koelmel (CAS)

**ADVENTURE:**
- Juergen Mangler (UNIVIE)
- Ahm Shamsuzzoha (UVA)
- Irena Pavlova (ISOFT)

**ExtremeFactories:**
- Ljubisa Urosevic (ATB)
- Martin Ziaratti (C4FF)
- Aitor Elorriaga Elorza (INNOPOLE)

**IMAGINE:**
- Jay Bal (UoW)
- Konstantinos Georgoulas (UoP)
- Sotiris Koussouris (NTUA)

**Other:**
- Naoufel Cheikhrouhou (EPFL)
- David Romero (ITESM)

### 4.3 CONTRIBUTION TO OTHER TASK FORCES

Further to the major involvement in the coordination of one task force, GloNet is committed to contribute to other FinES task forces, namely:

- Business Values, Business Scenarios and Business Models (re-visited) Task Force
- FinES Research Roadmap Task Force
- Going Global: The International Dimension of FinES Research
- Communication Task Force

Contributions will be provided according to the requests of the corresponding task force leaders and availability of significant inputs from GloNet. In this initial phase of the project, contributions were provided to:

- FinES Research Roadmap Consultation: 26 Sep 2011, including:
  - General comments
  - Answers to questions on "A Vision on the Socio-economic Space in 2020+".
  - Answers to questions on "The Future Enterprise / The Enterprise space"
- Answers to questions on "The Research Challenges of Future Internet Enterprise Systems / The FinES space"
- Answers to questions on "Technology: the most important factor of economic growth"

- Going Global - The International Dimension of FinES Research: Information about GloNet initial contributions to international events.

4.4 PARTICIPATION IN CLUSTER MEETINGS

In order to promote the interactions among participating projects and researchers, FinES organizes a number of periodic meetings / workshops.

In its initial phase GloNet already had the following participations:

- FinES cluster meeting, 12 Oct 2011, Brussels
  GloNet participants: Bernhard Koelmel, Spiros Alexakis (CAS)
  Presentation: Introduction to GloNet.

- FinES cluster workshop, 19-20 Dec 2011, Brussels
  GloNet participants: Luis M. Camarinha-Matos (Uninova), Hamideh Afsarmanesh (UvA)
  Presentation: Collaborative Networks Task Force.
  Participation in the working group on "Distributed, adaptive and interoperable virtual enterprises".

Next event:

- FinES cluster meeting, 14-15 Mar 2012, Brussels
  GloNet participants: Luis M. Camarinha-Matos (Uninova), Hamideh Afsarmanesh (UvA)
5. NEWSLETTERS & OTHER MEDIA

5.1 INTRODUCTION

In addition to the dissemination focused on specific groups as presented in previous sections, additional mechanisms are considered in order to raise awareness of the project in the society in general. One of the base channels is the project web site (see D8.1). Further channels include:

− Periodic newsletters
− Press releases and (short) news on other newsletters, magazines, and sites
− You Tube videos
− Lectures / training.

The use of other social networking media will be tried in association to the public web site. The experiences and best practices on this subject acquired in the FinES cluster will be an important input.

5.2 NEWSLETTERS

Newsletters are a typical channel for general societal dissemination of project news.

Six issues of a GloNet Newsletter are planned; the first issue is scheduled for March/April 2012.

Purpose: To promote general awareness on the project and its progress.

Target audience: All stakeholders and society in general.

Dissemination channels: Mainly online (downloadable from website and distributed by email)

Planned contents for the first issue:

− Project objectives
− Importance of the solar energy sector (GloNet’s use case)
− Main technical approaches
− FinES Task Force on Collaborative Networks
− PRO-VE’12 and other relevant conferences
− Project publications
− Other project (short) news
− Related initiatives
− Other news of interest (partners’ activities).

Initial planned schedule for the newsletters:

![Figure 11. Planned GloNet newsletters](image)
5.3 OTHER MEDIA

Also in order to raise general awareness for the project issues and results, GloNets plans to resort to a number of channels including press releases, short articles in newsletters and other media, YouTube videos, etc.

On average, at least 4 such dissemination materials per year are planned. Naturally more dissemination efforts will be made in the second half of the project, when more results will be available.

**Dissemination activity: xRMblog dissemination**

Stakeholders: Industrial and academic readers

xRMblog ([www.xrmblog.de](http://www.xrmblog.de)) is a webzine for Anything Relationship Management (xRM) sponsored by CAS. The website is a discussion platform for relationship-management-related topics, such as collaboration, social networking and global value creation. The concept of GloNet offers many interesting perspectives for xRMblog. CAS will make a contribution of minimum two Blog articles related to GloNet.

**GloNet project video**

CAS is working on a GloNet project video for YouTube. The video will capture the core idea of GloNet and depict the project as simple as possible in order to reach a larger audience.


![Initial GloNet Press release](image)

**Figure 12. Initial GloNet Press release**
The SOCOLNET News Nº 7, Dec 11 (www.socolnet.org) includes two short articles related to GloNet:
- GloNet overview
- FInES Task Force on CNs

Figure 13. Brief news on GloNet and FInES TF on CNs in SOCOLNET Newsletter

Brief references on partners' sites:
- University of Amsterdam:
- Skill Estrategia:
  http://www.skill.es/e06_not_ampliada52.html (in Spanish)

Other online references:
http://lib.bioinfo.pl/projects/view/30110
http://en.wikipedia.org/wiki/Virtual_enterprise

Steinbeis has a quarterly Steinbeis Transfer magazin (15000) and quarterly Steinbeis Executive Magazin Business+Innovation where GloNet news will be published as well.
5. CONCLUDING REMARKS

GloNet’s dissemination strategy is an important element to raise awareness to project goals and achievements, thus contributing to impact creation, as well as to collect feedback which helps improving project results.

The defined strategy considers different target groups, namely:

− Academic and research community,
− Business / industry community, with particular focus on the solar energy domain and cloud computing technology developers,
− Related projects community, through FInES cluster,
− Society in general.

Each one of these groups needs to be addressed through specific channels and using different materials.

This report includes initial plans and also reports on some actions that already took place. Nevertheless, dissemination needs to accompany the results development steps and take into account the opportunities that emerge (e.g. events organized by other entities). Therefore, this plan needs to be periodically updated along the project execution.

6. REFERENCES

2. ISI Web of Science: http://wokinfo.com/
CONSORTIUM

CAS Software AG, Germany
Project coordinator: Dr. Bernhard Koelmel

UNINOVA – Instituto de Desenvolvimento de Novas Tecnologias, Portugal
Technical coordinator: Prof. Luis M. Camarinha-Matos

Universiteit van Amsterdam, Netherlands
iPLON GmbH The Infranet Company, Germany

Steinbeis GmbH & Co., Germany
SKILL Estrategia S.L., Spain

Komix s.r.o., Czech Republic
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