



FP6 IST STREP PROJECT N° FP6-027 083

## FLUID-WIN

Finance, Logistic and Production Integration Domain  
by Web-based Interaction Network

Deliverable D05

# Dissemination Plan

Release 1



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## 1 Management Summary

The goal of the dissemination is to give to the project adequate visibility within the partners' countries, all Europe and beyond, and to prepare the potential market for the project's outcome with a focus on the strengthening of the new member states. Furthermore, through the dissemination the relevant results of the project will be published, as far as they are not protected with regard to the project exploitation. Each activity will be announced and presented on the public web site of FLUID-WIN project.

The Dissemination Plan contains, obviously, a timeline. However, in order to have all dissemination related activities transparent, it is also structured by further categories such as type of activity, target group, disseminated content and related workpackage as well as the responsible partners.

A tentative schedule of activities with expected results is given in the annex as a table. The table will be maintained all over the project's runtime in order to control the due dissemination of the project, and to adapt the dissemination according to the project's concrete results as well as to new developments on the related market or the related scientific progress.



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### 3 Introduction

The Dissemination Plan lists all dissemination activities structured by kind of dissemination, by the content to disseminate, related deliverables, target groups, time, place and responsibility.

The goal of the project's dissemination is to give to the project a wide spectrum of visibility and to prepare the potential market for its exploitation. The main target is on manufacturing companies of medium and small size on a European level as well as on logistic and financial service providers. The consortium will investigate the possibility to share the project results with other projects and initiatives like SEAMLESS, ABILITIES and the projects that are joint in the "Ambient Intelligence Technologies for the Product Life Cycle" (AITPL) project cluster.

### 4 Dissemination Activities

There are six major classes of activities planned for the project's dissemination:

1. Organization of at least seven presentations for SMEs and prime contractors in different states. Four presentations out of these seven will be dedicated to the New Member States (NMS), in cooperation with organizations, which could perform as multipliers. Countries foreseen are Hungary, Slovakia, Poland and Czech Republic.
2. Presentation of the goals of the FLUID-WIN project to organizations of manufacturing companies, logistic and financial service providers in Malta, Slovakia, Slovenia and Hungary, using the feedback as additional input; presentation of the preliminary results to one organization in each of the named countries.
3. Development of a brochure in English that explains the unique selling points of the new approach, and regionally adapted variants in Italian, Spanish, German, Maltese, Greek, Hungarian, Slovak and Czech. Furthermore, a presentation will be developed in English that includes a general part and further parts specific to the sectors addressed (production, logistics, finance). This presentation will include screenshots and videos in order to be able to demonstrate the FLUID-WIN platform independently from network connections and local installations.
4. A web site where information about the project results can be retrieved as well as public events and additional news about the project.
5. Introduction of the FLUID-WIN results. Specifically, lectures are planned to be integrated in the Global Production Management course at the Technical University Berlin (Germany), in the e-business course at the Technical University of Košice (Slovakia) and in a course at the University AGH Krakow (Poland).
6. Dissemination through subcontractors. The FLUID-WIN dissemination plan will be discussed with the subcontractors in a common workshop with the responsible partner and potentially other partners of the FLUID-WIN project. Furthermore, the subcontractors will distribute the brochure (see above) to customers that might be interested in the FLUID-WIN result application.

There are two important activities to have "Former East European" (FEE) SMEs profit from the results of the FLUID-WIN project:

- OEMs have to be addressed making them aware that with FLUID-WIN they have advantages sourcing from FEE countries, instead of Far East. This activity will be focused on the old member states. At least three workshops will be organized at national level in the old member states. This activity will be conducted in cooperation with national associations. The Association of metal working machinery manufacturers (UCIMU) in Italy, the Consorzio Diamante (Italy), the Association of Automotive Component suppliers (ACICAE) or the Association of Machine Tool Manufacturers (AFM) in Spain and the Lanarkshire Chamber of Commerce (UK) are foreseen for this activity. Even if not in the focus of the exploitation strategy, two workshops will be performed in the FEE countries, where Hungary and Slovakia are foreseen.
- Manufacturers (especially, SMEs) in the NMS will be addressed, giving them the power to offer close integration with potential old European member state OEMs (or system suppliers) by FLUID-WIN. However, the consortium is suspicious that potential customers will not find this argumentation strong.



Therefore, the project will develop a guideline for “FLUID-WIN Readiness” and identify institutions (private or public) in at least three of the NMS, which will be allowed to prove such readiness and to award a statement about it. With this approval, these NMS suppliers can actively approach customers in all Europe, demonstrating that they will be able to cooperate in a close network. Institutions envisaged for this purpose are the technology transfer centre IMIK at the Technical University of Warsaw, the University of Economics Prague as well as the project partners Régens and TUK, directly, for their home countries. Furthermore, “Malta Enterprise”, which is the government agency that supports companies from Malta to export is envisaged for this purpose, which enriches the FEE oriented set given before.

## 5 Classification of Dissemination Activities

Each dissemination activity will be listed with respect to its type, content, target group, expected time and place, language, country, size of audience, responsible actors and status.

### 5.1 Type of Activity

We distinguish the following main types of activities.

*Events* comprise the organization of a conference or significant parts of a conference (currently not planned), the organisation of a workshop or seminar, presentations to a target group, fairs, the promotion at related research groups, university lectures and presentations at related conferences.

*Publications* are classified into research papers in scientific journals, chapters in a monograph or text book, papers in other journals and newspapers, contributions to conference proceedings, abstracts and brochures or CD-ROMs.

The main *Internet activity* foreseen is the FLUID-WIN public web page. Further activities are classified as contributions to other web pages, Downloadable demo software, online courses as well as public reports that are published through the web.

### 5.2 Content of Activity

The content of each dissemination activity is related to the implementation plan of the FLUID-WIN project, its deliverables and work packages. The deliverables and research results, which will be the objects of dissemination will, be classified in FLUID-WIN Research Results and IST Research Cooperation.

*FLUID-WIN Research Results* are the full field study, the FLUID-WIN models and methodology, the "FLUID-WIN Readiness" report, FLUID-WIN prototypes and the results of the prototype application test.

The *IST Research Cooperation* includes contributions to the AITPL Cluster, the ERA and potential input to standardization.

### 5.3 Target Groups

Dissemination will be performed towards well-defined target groups, with respect to the purpose of the dissemination. In general, dissemination purposes are

- to identify the needs and constraints of related distinct groups of potential users of the FLUID-WIN platform
- to make the public aware of the project activities and to prepare the potential market
- to enable future use and research of the scientific results of the FLUID-WIN project.

Thus the following target groups are distinguished:

- *Industry by kind of provided services*, differentiating manufacturing companies, logistic service providers, financial service providers, ICT services providers and technology transfer institutions. Manufacturing companies are further divided (according to the project goals) into prime contractors and suppliers, where the dissemination to suppliers will have a focus on SME in FEE states.
- *Industry by kind of production*, according to the major branches that are foreseen as potential customers. There are vehicles (except cars), automatic machinery, heating/cooling, electric equipment, furniture and textile. Other branches will be addressed when it is seen as suitable during the project.
- *Research community*, classified into universities and research institution.
- *General audience*, making the public aware of the new activities and also of the contributions of the European Community to innovative research work.

## 6 Annex 1: Dissemination Plan Table

N.	Activity Type	Content to disseminate	D/WP	Target Group	Time YYYY.MM	Place	Language	Country	Size of audience	Actor I	Actor II	Actor III	Status			
1	C.1.	I.7.	FLW Web Inform. Service	D2	TG1 GEN		2006.02	English		IPK			in process			
2	C.1.	I.7.	Project Presentation	D3	TG1 GEN		2006.02	English		IPK			in process			
3	C.5.	I.1.	Field Study Definition	D4	TG1 GEN		2006.06	English		IPK			in process			
4	C.5.	I.7.	Dissemination plan	D5	TG1 GEN		2006.06	English		IPK	TUK	JOINET	in process			
5	C.5.	I.7.	FLW Public Report #1	D10	TG1 GEN		2006.12	English		IPK			open			
6	C.5.	I.3.	New Business Proc. Spec.	D13	TG1 GEN		2007.06	English		IPK			open			
7	C.5.	I.4.	FLW Readiness Handbook	D17	TG1 GEN		2007.12	English		IPK			open			
8	C.5.	II.2.	Contrib. to ERA Coordination	D18	TG1 GEN		2007.12	English		IPK			open			
9	C.5.	I.7.	FLW Public Report #2	D20	TG1 GEN		2007.12	English		IPK			open			
10	C.5.	I.7.	Project Brochure	D23	TG1 GEN		2008.02	English		IPK			open			
11	C.5.	II.3.	Requirements to Standards	D24	TG1 GEN		2008.03	English		IPK			open			
12	C.5.	III.1.	User-Interface Prototype	D25	TG1 GEN		2008.07	English		IPK			open			
13	C.5.	I.7.	Dissemination summary	D30	TG1 GEN		2008.08	English		IPK			open			
14	C.5.	I.4.	FLW Readiness Requirements	D31	TG1 GEN		2008.08	English		IPK			open			
15	C.5.	II.1.	AITPL Cluster Activity Report	D34	TG1 GEN		2008.10	English		IPK			open			
16	C.5.	I.7.	FLW Final Report	D36	TG1 GEN		2006.12	English		IPK			open			
17	A.6.	I.7.	FLW Results	WP6	TG4 UNI		2007.10	Berlin	English	Germany		IPK	open			
18	A.6.	I.7.	FLW Results	WP6	TG4 UNI		2007.10	Kosice	Slovak	Slovakia		TUK	open			
19	A.6.	I.7.	FLW Results	WP6	TG4 UNI		2007.10	Krakow	Polish	Poland		TUK	open			
20	A.3.	I.7.	FLW Results	WP6	TG2 OEM		2008.04		Italian	Italy		JOINET	open			
21	A.3.	I.7.	FLW Results	WP6	TG2 OEM		2008.04		Spanish	Spain		LAB	open			
22	A.3.	I.7.	FLW Results	WP6	TG2 OEM		2008.04		English	UK		MBAS	open			
23	A.3.	I.7.	FLW Results	WP6	TG2 FEES		2008.04	Budapest	Hungarian	Hungary		REG	TUK	open		
24	A.3.	I.7.	FLW Results	WP6	TG2 FEES		2008.04	Kosice	Slovak	Slovakia		TUK	open			
25	A.3.	I.7.	FLW Results	WP6	TG2 FEES		2008.04	Zielona Gora	Polish	Poland		TUK	open			
26	A.3.	I.7.	FLW Results	WP6	TG2 FEES		2008.04	Praha	Czech	Czech Rep		TUK	open			
27	A.3.	I.1.	FLW Project goals	WP6	TG2 FSP		2006.05	Victoria	Maltese, Engl.	Malta	30	AL	done			
28	A.3.	I.1.	FLW Project goals	WP6	TG2 LSP		2006.09	Budapest	Hungarian	Hungary	30	REG	open			
29	A.3.	I.1.	FLW Project goals	WP6	TG2 FEES		2006.10	Kosice	Slovak	Slovakia	30	TUK	open			
30	A.3.	I.1.	FLW Project goals	WP6	TG2 FEES		2006.11	Tolmin	Slovenian	Slovenia	30	TUK	LAB	open		
31	A.3.	I.1.	preliminary FLW Project results	WP6	TG2 FEES		2008.04	Victoria	Maltese, Engl.	Malta	30	AL	open			
32	A.3.	I.1.	preliminary FLW Project results	WP6	TG2 FEES		2008.04	Budapest	Hungarian	Hungary	30	REG	open			
33	A.3.	I.1.	preliminary FLW Project results	WP6	TG2 FEES		2008.04	Kosice	Slovak	Slovakia	30	TUK	open			
34	A.3.	I.1.	preliminary FLW Project results	WP6	TG2 FEES		2008.04	Tolmin	Slovenian	Slovenia	30	TUK	LAB	open		
35	B.6.	I.7.	Project Brochure	WP6	TG1 GEN		2008.02		English			REG	JOINET	AL	open	
36	B.6.	I.7.	Project Brochure	WP6	TG1 GEN		2008.02		Italian			JOINET			open	
37	B.6.	I.7.	Project Brochure	WP6	TG1 GEN		2008.02		Spanish			LAB			open	
38	B.6.	I.7.	Project Brochure	WP6	TG1 GEN		2008.02		German			IPK			open	
39	B.6.	I.7.	Project Brochure	WP6	TG1 GEN		2008.02		Maltese			AL			open	
40	B.6.	I.7.	Project Brochure	WP6	TG1 GEN		2008.02		Greek			AL			open	
41	B.6.	I.7.	Project Brochure	WP6	TG1 GEN		2008.02		Hungarian			REG			open	
42	B.6.	I.7.	Project Brochure	WP6	TG1 GEN		2008.02		Slovak			TUK			open	
43	B.6.	I.7.	Project Brochure	WP6	TG1 GEN		2008.02		Czech			TUK			open	
44	B.7.	I.1.	Project presentation	WP6	TG1 GEN		2008.02		English			REG	JOINET	AL	open	
45	B.2.	I.2.	field study results	WP2	TG1 GEN		2006.11		English			500	IPK	TUK		in process
46	B.2.	I.2.	field study results related to FSP	WP2	TG1 GEN		2006.11		English			500	TUK	AL		in process
47	B.4.	I.3.	methodology approach	WP3	TG1 GEN		2007.06	Sophia Antipolis	English	France	250	IPK	TUK		open	
48	A.7.	I.1.	project goals and approach	WP6	TG2 LSP	TG2 FEES	2006.11	Balaton	Hungarian	Hungary	300	REG			open	
49	B.4.	I.1.	project goals	WP6	TG4 RES		2006.05	Opatia	English	Croatia	100	TUK			done	
50	C.2.	I.1.	project information	WP6	TG1 GEN		2006.05		English	Malta		AL			done	
51	B.3.	I.1.	project information	WP6	TG1 GEN		2006.06	Valletta	English	Malta	40000	AL			done	
52	A.6.	I.1.	project information	WP6	TG1 GEN		2006.06	Banska Bystrica	Slovak	Slovakia	20	TUK			done	
53	B.4.	I.1.	project goals and approach	WP6	TG2 OEM		2006.05	Berlin	German	Germany	50	IPK			done	
54	B.4.	I.3.	models and methods	WP3	TG1 GEN		2007.10					IPK			open	
55	B.4.	I.5.	FLW application	WP4	TG1 GEN		2008.03					IPK	JOINET	AL	open	
56	B.4.	I.6.	Evaluation results	WP5	TG1 GEN		2008.06					IPK	JOINET	REG	open	
57	A.2.	I.7.	FLW Results	WP6	TG1 GEN		2008.09		Italian	Italy		JOINET			open	
58	A.2.	I.7.	FLW Results	WP6	TG1 GEN		2008.09		Hungarian	Hungary		REG			open	
59	A.2.	I.7.	FLW Results	WP6	TG1 GEN		2008.09		Slovak	Slovakia		TUK			open	
60	A.2.	I.7.	FLW Results	WP6	TG1 GEN		2008.09		Spanish	Spain		LAB			open	
61	B.1.	I.7.	FLW Results	WP6	TG1 GEN		2008.09		English			IPK	TUK	JOINET	open	
62	B.1.	I.7.	FLW Results	WP6	TG1 GEN		2008.09		English			TUK	IPK	LAB	open	
63	B.1.	I.7.	FLW Results	WP6	TG1 GEN		2008.09		English			TUK	REG	AL	open	



## 7 Annex 2: Dissemination Plan Legend Tables

### 7.1 Activity Codes

<b>A - event</b>	A.1.	Conference
	A.2.	Workshop / Seminar
	A.3.	Presentation to a target group
	A.4.	Fair
	A.5.	Promotion at related research group
	A.6.	University lecture
	A.7.	Presentation at a conference
	A.8.	Other
<b>B - publication</b>	B.1.	Research paper in scientific journals
	B.2.	Chapter in a monographs or text books
	B.3.	Paper in other Journals and Newspapers
	B.4.	Contribution in Conference Proceedings
	B.5.	Abstract
	B.6.	Brochure / CD
	B.7.	Other
<b>C - Internet activities</b>	C.1.	FLUID-WIN public web page
	C.2.	Other web page
	C.3.	Downloadable SW - demo
	C.4.	Online course
	C.5.	Public and online available report

### 7.2 Classification of Content

<b>I - FLW Research Results and user Evaluation of SW Applications</b>	I.1.	General
	I.2.	Full field study
	I.3.	FLW Models and methodology
	I.4.	FLW Readiness
	I.5.	FLW prototype
	I.6.	SW application test
	I.7.	other
<b>II - IST Research Coordination</b>	II.1.	AITPL Cluster
	II.2.	ERA
	II.3.	Standardization

### 7.3 Target Groups

<b>TG1 - GENERAL</b>	TG1 GEN	General
<b>TG2 - INDUSTRY</b> <b>by kind of services</b>	TG2 OEM	prime contractors
	TG2 FEES	suppliers - SMEs ( from FEE)
	TG2 LSP	logistic service providers
	TG2 FSP	financial service providers
	TG2 ITSP	ICT services providers
	TG2 TTI	technology transfer institutions
	TG2 OTH	other
<b>TG3 - INDUSTRY</b> <b>by kind of products</b>	TG3 VEH	vehicles (except cars)
	TG3 AUM	automatic machinery
	TG3 H-C	heating - cooling
	TG3 EEQ	electric equipment
	TG3 FUR	furniture
	TG3 TEX	textil
	TG3 OTH	other
<b>TG4 - RESEARCH</b>	TG4 RES	Research Institutions
	TG4 UNI	Universities