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D9.2.1 Dissemination Plan

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Executive Summary

LeanBigData targets at building an ultra-scalable and ultra-efficient integrated big data platform addressing important open issues in big data analytics. The goal of work package 9 is to promote and empower the dissemination, transfer, collaboration, exploitation, assessment, and broad up-take of the LeanBigData project results to the target audience and stakeholders.

This deliverable reports on the progress of the communication and dissemination activities from all project partners during the first dissemination phase (M1–M6). The dissemination progress is monitored by qualifying and quantifying the activities and ensuring that these efforts are sufficient to keep the project in line with the goals defined within the Description of Work.

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Abbreviations and acronyms

DoW	Description of Work
WP	Workpackage
tbd	To be defined
SOA	Service Oriented Architecture

1. Introduction

The aim of WP9.2.1 (“Dissemination Plan”) is to set up the plan to disseminate the results from LeanBigData through a diverse set of channels (conference and journal publications, presentations and demonstrations, press releases, web site,...). All partners in the consortium will contribute to the creation of an agreed dissemination plan identifying clear routes for dissemination of project results. Furthermore, all partners will be involved in dissemination actions related to their RTD work.

The main artefacts that will be disseminated and as a result are included in this Initial Dissemination Plan, as well as future dissemination plans and reports will be mainly the ones resulting from the RTD Activities of the project. Furthermore will include a particular kind of dissemination (standardisation, exploitation, training and collaboration).

The document is structured as follows:

- Chapter 2 gives an overview of the strategy to be followed for the dissemination of LeanBigData results.
- In Chapter 3 the different target groups towards which we will disseminate the LeanBigData results are identified. A description of each of them is given as well as some hints on how to approach them.
- Chapter 4 describes the different channels through which the LeanBigData results will be disseminated.
- Finally in Chapter 5 some concrete dissemination actions are listed for the period M1 to M6 as well as a calendar with relevant events for the project.

2. Dissemination strategy

The dissemination strategy to be followed within the LeanBigData project must address the following aspects:

- "What": We have to identify the products, "what" we want to communicate
- "Who": The audience. To "whom" we are going to tell it, "who" is interested on our results
- "How", "Where" and "When": Channels through which we are going to disseminate our products
- "Why": The aim. What do we want to achieve with every dissemination action.

The aforementioned proposed strategy is described in detail in the corresponding sections of this document. Optimal orchestration between all these dissemination aspects will result in a dissemination strategy, which will actively promote awareness, knowledge, and use of LeanBigData results.

Depending on the goal of the concrete dissemination action we can identify three different levels of dissemination:

- Awareness: The dissemination goal is to reach awareness of the concepts of the project results.
- Understanding: Additionally to awareness this goal describes the level of dissemination where the target group understands the concept and the results in such a way that they can assess the usability and potentials of the LeanBigData results within their own organization.
- Use: This dissemination goal should in addition to the above listed goals trigger the potential end-users to incorporate and utilise the LeanBigData solution as a whole and/ or individual components of its architecture in their own projects.

3. Target groups

Identifying target groups is a major step in deriving the dissemination strategy. Collecting and evaluating feedback from target audiences improves the project impact. Target groups can be seen in the main categories of:

- Research
- Business/industry
- Government
- General Public

In the next sections, the different target groups and the strategy to approach them is described.

3.1. Research communities

LeanBigData addresses topics from different technological areas. Therefore, different research communities may be interested on its results. It is not possible to list all relevant working groups or research areas in detail here. Moreover, the dissemination strategy in research is anyway quite similar in the different research domains. In this section we have identified some of the research communities of interest for LeanBigData. They will be approached through the attendance and presentation of LeanBigData to major events (organized by the communities themselves or other organizations) and publication of project results in specialised journals and conferences (for more information, see chapter 5).

In addition to the scientific conferences, we will also present our work and seek feedback in trade shows and commercial events.

We also plan to organise workshops and other public events, including demo sessions, tutorials, presentations, and lectures.

Finally and as mentioned before, some standardisation bodies can be also considered as a meeting place of the research communities and therefore an interesting forum to disseminate the LeanBigData results.

3.2. Business / Industry

Different kind of companies may be interested in the LeanBigData results, depending on the different roles they may play within the LeanBigData value chain and on the different fields of application. The main industrial organizations that are of interest to disseminate LeanBigData results are the potential users of the LeanBigData technologies.

LeanBigData will disseminate its results towards the industry through different kind of events:

- Visits to companies in the targeted sectors:
    - Telcos.
    - Banking.
    - System integrators.
    - M2M/IoT.
    - IaaS providers.
    - PaaS providers.
    - NoSQL data store vendors.

- Retail.
- Transportation.

- Dedicated workshops/seminars organized by LeanBigData with the major focus on industry
- Workshops organized by other projects / organizations.

We will also work with a core set of companies, notably technology and service providers, who will serve as an external Feedback Group for our project. These will typically be early adopters who will have initial access to the technology developed in the project, including infrastructure prototype, research, and tools.

3.3. Government

In this section we consider as target groups not only governments and international bodies but also related institutions such as public organizations, ministries, national regulatory bodies, national programs for industry support, etc.

Dissemination actions towards public agencies are motivated by several reasons. Sometimes it is necessary to let them know about the success of the project in order to justify prior public investment or to position the company for future calls. Public organizations also control and coordinate communication channels towards different audiences, like SMEs or academia, through regular bulletins or events, which are useful to disseminate the results of the project.

The public organizations at national level are primarily interested in the return and benefits that projects provide to the country, so it is convenient to keep this in mind in order to gain their involvement. It is important for the project to establish contact and good relationship with relevant public organisations, to invite them to participate in events organised by the project and let them know about the results of the project in order to obtain their support and gain publicity.

These organizations also organise or coordinate different events where LeanBigData can show the outcome of the project and reach a wide audience, among both the research communities and the industry. Events agenda at national and international level will be periodically followed in order to participate in those events that could be of interest for LeanBigData.

Some of the identified organizations are described below, as an example of the type of audience to be approached. More government related organisms will be identified as the project progresses:

Spain

The Centre for Industrial Technological Development (CDTI) is a public corporation under the Ministry of Economy and Competitiveness, which promotes innovation and technological development of Spanish companies. It is the entity that channels requests for funding and support R & D + i of Spanish companies at national and international scopes. Thus, the objective of the CDTI is to contribute to improving the technological level of Spanish companies through the development of the following activities:

- Technical and economic evaluation and financing of R & D projects developed by companies.
- Management and promotion of the Spanish participation in international technological cooperation programs.
- Promotion of international technology transfer and business support services to technological innovation.
- Support for the creation and consolidation of technology-based companies.

Although the bulk of the infrastructure of the CDTI is located in Madrid, the Centre offers one of the Spanish companies strategic network of offices and representatives abroad (Japan-SBTO (Spain Business and Technology Office) - Belgium-SOST (United States Office of Science and Technology) and the Permanent Secretariat of Eureka-Brazil-FINEP (Financier of Studies and Projects) - Korea, Chile, Morocco, China, India, Mexico and the U.S.) to support them in their technological international activities.

Greece

The General Secretariat of Research and Technology (GSRT) is the main department of the Hellenic Ministry of Development dealing with the transfer and dissemination of advanced technologies throughout the country's productive sector, thus ensuring early utilisation of the results of research activity. This dissemination throughout the country and internationally is supported by means of advanced IT systems and networks. Furthermore, it encourages activities aimed at raising awareness of the general public about research and technology issues. Through a series of conferences, GSRT aims to fulfill these goals.

The National Documentation Centre (NDC) is the backbone organisation of the national infrastructure for scientific documentation, online information and support services on science, research and technology. NDC is a national body that has been operating at the National Hellenic Research Foundation and is supervised by the General Secretariat for Research and Technology of the Ministry of Development. NDC has a number of key activities regarding dissemination of knowledge:

- Development of Digital Science & Technology Library, providing cohesive and efficient access to organized sources of information and knowledge
- Operation of Electronic Reading Room
- Provision of information retrieval and document ordering services
- Cooperation with relevant institutions (libraries, archives, universities, museums, etc) and development of common actions for the establishment of a knowledge-based institutions network
- Furthermore, NDC provides information and support on research, technology and innovation issues through the following channels:
- Web site (www.ekt.gr) with special sections on European Programmes, R&D news and events, selected web resources, etc.
- Greek CORDIS web service for information on research and innovation issues (www.cordis.lu/greece): development and support in cooperation with CORDIS (Community Research and Development Information Service)
- Bimonthly magazine "Innovation, Research & Technology"
- Biweekly eNewsletter "Research and Innovation" and e-Newsletter for the public libraries

LeanBigData consortium has contacted the National Documentation Centre, part of the National Hellenic Research Foundation (NHRF). NDC has agreed at this point to disseminate results of LeanBigData project. At this early stage we have agreed to promote LeanBigData through the Centre’s web site (www.ekt.gr) and there are more possibilities, mainly through NDC’s tactical newsletter and magazine, for which there is also an initial agreement.

The Technical Chamber of Greece (TEE-TCG) was established in 1923. It is a public legal entity, with elected administration and it aims at developing Science and Technology in sectors related to the disciplines of its members, for the economic, social, and cultural development of the country. The TCG is the official adviser of the State and has a number of roles and

objectives such as the study, on its own initiative or upon request, by itself or in coordination with other scientific institutions, any technical, economic or development matter that is of interest to society, the assistance in the proper formation and implementation of development projects and the contribution to making programmes on technical education, to developing local research and technology, and to maximising the potential of its members, in accordance with the development needs of the country. Furthermore, it informs the public by issuing announcements, publications, etc., it participates in International Organisations, in Unions and Federations of Engineers, develops relations with similar organisations of other countries and organises conferences, exhibitions and other events to promote its scope and provides guidelines for standards and regulations.

Through participating in the TEE-TCG activities and events (conferences, newsletters, publications, etc.), LeanBigData project can disseminate its results to a highly specialized audience and exploit the various channels provided in order to make an impact to the technical world of Greece and create an interest in the project's objectives and outcomes.

3.4. General public

The general European community is considered a target group mainly for evoking possible interest in the general aspects of the LeanBigData project and more specific in the general concepts of the application scenarios.

The dissemination channels targeting the general public will be mainly mass media, though, e.g. press releases, TV and radio programmes. The project web site will constitute also a channel to approach the general European public.

4. Dissemination channels

This chapter offers a general description of the concrete channels to be used for the dissemination of the LeanBigData results and gives some hints on how to identify / approach them and which type of audience they target.

4.1. Web site

The project website should act as one of the major communication vehicles for global dissemination to all specified target groups (i.e. general public, research communities, industry / business, government-related organizations).

In addition to the more general project information such as project objectives, project partners and contact details, target group specific information will also be published on the website. Currently it includes presentations and news items related to big data technologies in order to attract visitors, while continuous updates with information on project presentations, publications, events and project developments should attract recurring visitors.

Following the initial launch, later updates on the website will include links with social networks (e.g. LinkedIn, Twitter, Facebook, etc) as well as RSS feed functionality.

Statistics about the project web site will be collected, including information such as number of visits, origin of the visits, terms the LeanBigData website was approached with via search engines, number of downloads of the available documentation (papers, public deliverables,...), software outcomes, etc.

For more information, visit the URL of the project web site: http://leanbigdata.eu/ . A screen shot of the web site can be seen in the next figure.

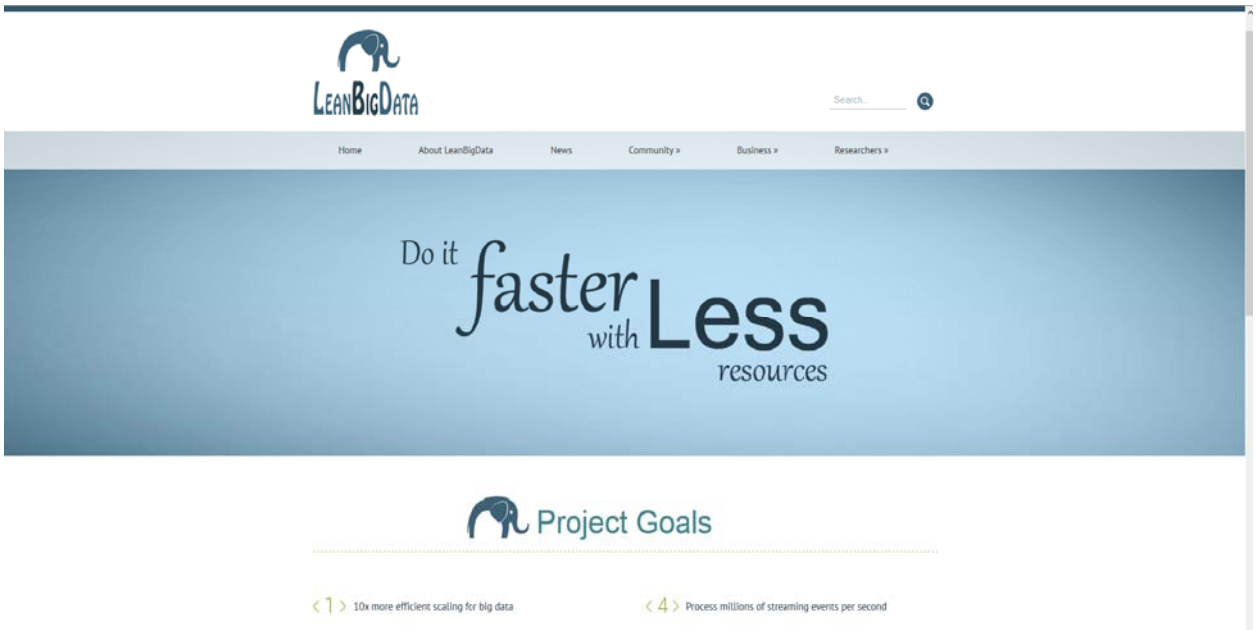

Figure 1: Project website

4.2. Promotional material

Within the group of promotional material, the following tools are considered as potent vehicles to disseminate the project messages:

- Flyers
- Posters
- Video

All the promotional material will be designed jointly with professional graphical designers to produce material that will help to attract and interest visitors in public events and help to disseminate more widely the project results.

A professional logo has been designed working together with professional graphical designers to provide the project with a graphical identity:

The logo shows an elephant, one common way to represent big data nowadays, but it depicts very slim to depict that is a lean big data infrastructure, what is the core innovation to be delivered in the project.

4.2.1 Flyer

Three flyers will be designed for the different stages of the project. The first one will provide the vision and goals of the project. It will be used as well as factsheet for the project. The second one will provide the early results of the project and will focus on creating expectations through these early results. The final one will focus on summarizing the achievements of the project and how the project plans to exploit commercially the results to engage potential clients/users of the platform.
The flyers will contain the following items:

- Vision of the project.
- Major innovations of the project.
- Use cases (e.g. brief description of application scenarios).
- Contact information (e.g. web site url, e-mail address, telephone number,.. and other info that n be of interest for the people interested in following the project progress).
- Results (expected/early/final).

4.2.2 Poster

A poster has been designed distilling the main message of the project in cooperation with professional graphical designers. The goal has been to create a highly attractive poster that can attract the attention of visitors in large events where the main difficulty is to attract the attention of public due to the excess of offer from many booths in exhibition floors.

Figure 2: LeanBigData Poster

The poster depicts two elephants. The one on the right depicts the current Big Data technology. As it can be seen on the elephant's belly, it is eager on resources, as current big data technology. Also the scale notices this showing that is on the high resource consumption side. The elephant is hairy to denote that this traditional big data technology is being rendered obsolete. The left elephant shows a slim elephant representing LeanBigData depicting that the technology being delivered by LeanBigData is "Lean". It is also in culturist pose to denote the power of the platform. The scale reinforces the message that the platform will be low in resource usage with respect current technology.

4.2.3 Promotional Video

A promotional video will be created that will serve three purposes:

- To provide a visual support for delivering a pitch about the project to broad audiences from non-technical people to experts on the topic.
- To be used as background video in exhibition booths.
- To be distributed through the project web site and youtube.

The promotional video will distil the core messages and innovations from the project and will deliver them in a visual and attractive manner. A draft version of the promotional video is already prepared.

4.2.4 Press releases

The publication of press releases in national and international media is an efficient way to reach a broad audience. Therefore, the possibility to publish press releases will be investigated by all the partners in the consortium in their respective countries and organizations.

They can be either general articles including general concepts of the project or more specialized articles on concrete topics, targeted to specific sectors press. Their purpose is usually to announce something recently occurred or to be happened in a near future, therefore LeanBigData press releases will be published coinciding with major milestones of the project (e.g. release of a prototype, demonstration event, release of a concrete technology innovation, etc.). They can be published in different media, from newspapers and magazines to radio and TV stations.

4.3. Publications

Through publications, LeanBigData will disseminate its results in a wide technical audience and achieve great impact on international research communities. The main material suitable for this channel refers to the LeanBigData innovations. We can distinguish publications in two main groups:

- Scientific journals
- Conferences, workshops and other events

4.3.1 Scientific journals

One of the most promising possibilities is the international scientific journals, published by prestigious bodies, where the latest technological advances are presented. A list of bodies and their corresponding publications that could be of use to LeanBigData follow:

- Very Large Databases Journal (VLDB)
- ACM Transactions On Database Systems (TODS)
- IEEE Transactions on Knowledge and Data Engineering
- IEEE Transactions on Parallel and Distributed Systems
- IEEE Distributed Systems Online
- Distributed and Parallel Databases
- Journal of Grid Computing
- ACM Transactions on Computer Systems

- Journal on Parallel and Distributed Computing
- Cluster Computing
- ACM Transactions on Storage
- IEEE Transactions on Computers
- IEEE Transactions on Services Computing

4.3.2 Conferences, workshops and other events

Another interesting prospect for dissemination is the conferences organized from time to time from various bodies, where in addition to the presentation of LeanBigData features face to face discussions can be of great help to the dissemination of LeanBigData concepts and potential collaborations through networking. Each year a significant number of conferences are organized and in a vast scientific domain. The most prestigious ones are conferences that are organized each year as part of a series. An indicative list of such activities follows. Note that this is not an exhaustive list and additional ones will be identified as the project progresses.

EU organized/fostered events:

- eChallenges
- Future Internet Assembly
- Internet of Services
- ServiceWave
- Future Internet Symposium
- ICT events

Scientific conferences:

- ACM SIGMOD Conference
- EuroSys Conference.
- Very Large Data Bases Conference (VLDB)
- International Symposium on Computer Architecture (ISCA)
- Dependable Systems and Networks (DSN)
- Architectural Support for Programming Languages and Operating Systems (ASPLOS)
- IEEE International Conference on Data Engineering (ICDE)
- Int. Conf. on Extending Database Technology (EDBT)
- File and Storage Technologies (FAST)
- IEEE International Conf. on Distributed Computing Systems (ICDCS)
- IEEE Symposium On Reliable Distributed Systems (SRDS)
- European Dependable Computing Conf. (EDCC)
- International Parallel and Distributed Processing Symposium (IPDPS)
- International Conference on Service Computing (SCC)

- International Conference on Service-Oriented Computing (ISCOC)
- Network Storage and Analysis (SC)
- Cluster
- International Symposium on Cluster, Cloud and Grid Computing (CCGrid)
- IEEE Symposium on High Performance Computer Architecture (HPCA)
- Symposium on Massive Storage Systems and Technologies (MSST)
- Int. Conference on Autonomic Computing (ICAC)
- Annual International Systems and Storage Conference (SYSTOR)
- USENIX Annual Technical Conference (ATC)
- HotStorage
- International Supercomputing Conference (ISC)

4.4. White papers

Since the project has as main goal to exploit commercially most of its outcomes, most deliverables are not public to avoid the competition gaining insights on what is done before the consortium partners are prepared for doing a commercialization effort. Additionally, deliverables are quite deep technical documents with little interest for a broad audience. For this reason, a compromise has been sought that has been that every year a public white paper will be written summarizing the main outcomes of the project so far. This white paper will be written with care so it is understandable to a wide audience and can attract the attention of stakeholders and potential users/clients of the platform.