D6.1 Dissemination Strategy Document Version 1.3

Document Information

Contract Number	249100
Project Website	www.proartis-project.eu
Contractual Deadline	PM04 (31 May 2010)
Dissemination Level	Public
Nature	Report
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Reviewer	Gina Alioto (BSC)
Keywords	Dissemination

Change Log

Version	Description of Change
v1.2	Initial Draft released to the European Commission
v1.3	Initial document sub-headings were incorrect. We've rectified the problem in this version.

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1 Executive Summary

The purpose of the Dissemination Strategy Document is to clearly define the dissemination objectives for the PROARTIS Project as well as to determine the dissemination channels and activities required to achieve these objectives.

This document identifies key decision makers from industry as well as from academic institutions who will most benefit from the dissemination of the PROARTIS Project. It then defines the appropriate communication channels by describing all dissemination materials as well as determining the level of web presence for the project. Finally, it details targeted events and conferences for scientific presentations.

This document does not include a detailed plan for transfer of the technology as this will be laid out in the periodic reports: D6.4, D6.5, D6.6 (Dissemination and Use Report). It rather focuses on the early dissemination of plans and results to critical industry leaders in the area of Critical Real-Time Embedded Systems

2 Dissemination Organization and Communication

The PROARTIS Project is organized into six Work Packages, one of which is specifically dedicated to "Dissemination and Exploitation" (Work Package 6). Partners RAPITA and BSC will drive the dissemination activities as they each have been allocated 3 Person Months; the rest of the partners will also have a role in dissemination, but at a lower level of effort (1 Person month each).

As the Leader of Work Package 6 (to be further referred to as WP6), RAPITA will manage all dissemination-related activities including the creation of electronic and printed content as well as supporting the coordinator, BSC, organizing events where appropriate.

In order to manage the day-to-day aspects of WP6, RAPITA, will introduce specific items in the monthly Executive Board meetings to discuss the implementation of the Dissemination Strategy set forth in this document.

2.1 Dissemination Objectives
The principal objectives for dissemination in the PROARTIS Project are:

- To disseminate the PROARTIS Project results to the major academic stakeholders in the European scientific and research communities
- To enroll additional academics in the study of probabilistic timing analysis.
- To influence future industry, in particular: chip manufacturers, RTOS vendors, compiler vendors, standardization bodies, and embedded systems developers.

The Industrial Advisory Board will become an important facilitator for dissemination. Firstly, their members will be encouraged to become evangelists within their own

organizations, helping to deliver the PROARTIS message. Secondly, they will become the catalysts that drive a critical mass of industry and practitioners to the specific dissemination workshops that PROARTIS will organize.

3 Corporate Image

3.1 Corporate Style

The PROARTIS Project will build a strong corporate identity (image, brand and style). The specific guidelines and templates will be in place by Project Month 6 ready for the first milestone of the project. The corporate style will be adhered to by all Project Partners in all printed and electronic materials related to the PROARTIS Project.

3.2 Logo

A central element of the corporate style and branding of the PROARTIS Project and the PROARTIS Platform will be the project logo. This logo will be included on all materials related to the PROARTIS Project made available to the public as well as all materials presented to the European Commission. The logo will be available in color as well as black and white for the following formats: EPS, JPG and PNG. The logo is available from the public PROARTIS website: http://www.proartis-project.eu/press-release

3.3 Language

The official language of the PROARTIS Project is English. However, the dissemination material will be available in different language versions where possible. Each Project Partner will ensure that the Press Release (where possible and applicable) is translated into the local languages.

4 Dissemination Channels

In order to effectively reach the targets for dissemination and to maximize the visibility of the project, a broad spectrum of dissemination channels will be used. The Public Website will play the central role in the larger project Dissemination Plan. The website will be complemented by Press Releases, and a Flyer, as well as focused dissemination activities targeted to members of the IAB. However, the most important channel for disseminating information will be through a carefully chosen list of events and conferences that bring together the key industry players.

4.1 Dissemination Contacts and Existing Channels

Each Project Partner will be responsible for identifying a pool of Dissemination Contacts associated with their respective institution to be used for spread the results of the PROARTIS activities. Of special importance is dissemination within the members of the Industrial Advisory Board.

Moreover, the PROARTIS Project will employ the Project Partner's existing dissemination channels which include public websites and promotional materials. The Dissemination Team will ensure that each Project Partner has met the following minimum requirements:

- Include a link from the Project Partner Public Website to the PROARTIS Public Website by Project Month 6 (at the time of writing this deliverable all partners have satisfied this requirement except AFS that will not be able to link back due to its company policies).
- Include a link from the Project Partner Public Website to all Press Releases within 2 business week of release to the public.
- Include at least one article in an organization-related publication (website, newsletter or other) over the course of the project.
- Include one mention of the PROARTIS Project in Project Partner promotional materials over the course of the project

5 Public Website

5.1 Public Website Objectives

The PROARTIS Public Website will play the single most important role in disseminating project information and will be publically available by project month 6. The website target audience will include the general public and the European Commission as well as industry.

The web address of the PROARTIS public website is available at:

- http://www.proartis-project.eu/

The main objective of the public website will be to provide general information about the project objectives, current activities, Project Partners and achievements of the PROARTIS Project. This information will include relevant news, press materials and publications (published results). Once results have been published, the public website will also serve as a primary point of reference for downloading publications and any other public deliverable from the project.

The website will be implemented using standard SEO Guidelines (Search Engine Optimization Guidelines) to ensure that it is correctly referenced by the major search engines.

The website will be updated constantly throughout the lifetime of the project, and a link will be included as a reference point in all printed material (articles, press releases, flyers, presentations, etc.). The Dissemination Team will create and maintain the content of the website with the WP6 Leader as its editor-in-chief.

5.2 Project Portal

The PROARTIS Public Website will include restricted access to a private area known as the PROARTIS Project Portal. The PROARTIS Project Portal will serve as an interactive tool for project internal communication and is maintained by the Coordinator Project Manager and Leader of Work Package 5 "Coordination and Management" It will be described in the D1.2 Project Collaborative Tool.

The project portal is available at:

- https://wiki.proartis-project.eu/index.php5/Project_Portal_Home

5.3 Printed materials

5.3.1 Press Releases

The objective of Press Releases will be to attract attention to major project developments and achievements. An initial Press Release will be "released" soon after the project Kick-off to generate initial interest in the project by the general public. In the 3 years to follow, there will be at least one Press Release per year which will focus on the completion of a major milestone rather than general project progress.

Press Releases will be formulated and released in a coordinated way by the WP6 Leader. Press Releases will be created in English; however, Partners will be encouraged to translate them into their native languages and disseminate them on their websites and local press contacts.

5.3.2 Flyer

The Project Flyer will provide general information regarding the PROARTIS Project, its objectives and achievements. Due to funding constraints, it will be designed for a standard European paper size (A4), so that interested Project Partners can easily download and print for their own dissemination purposes.

5.4 Target Events

5.4.1 Conferences

Another important channel for disseminating information regarding the project progress is to attend and present at high-level peer-reviewed conferences in the field of real-time systems, embedded systems, computer architecture, compilers, operating systems and dependability.

Presenting the PROARTIS concepts at such conferences, workshops or meetings will be the most effective means of involving industry leaders in standards discussions early on.

The list of targeted Academic / Industrial events includes:

- Conferences
    - ACM Conference on Computing Frontiers
    - Ada Europe. Reliable software technologies
    - ASPLOS. Architectural Support for Programming Languages and Operating Systems
    - CASES. International Conferences on Compilers Architectures and Synthesis for Embedded Systems
    - CODES+ISSS. Conference on Hardware-Software Codesign and System Synthesis
    - DASIA. Conference of the European Space Agency
    - DATE. Design, Automation and Test in Europe
    - DSN. Dependability: International Conference on Dependable Systems and Networks
    - ECRTS. Euromicro conference in Real-Time Systems
    - EDCC. European Dependable Computing Conference

- o EMSOFT. International Conference on Embedded Software
  - o EuroSys. The European Professional Society on Computer Systems
  - o HASE. High Assurance Systems Engineering Conference
  - o HPCA. International Symposium on High Performance Computer Architecture
  - o ISCA. International Symposium in Computer Architecture
  - o MICRO. International Symposium on Microarchitecture
  - o OSDI. Operating Systems Design and Implementation
  - o PLDI. Programming Language Design and Implementation
  - o RTAS. Real-Time Applications Symposium
  - o RTCSA. International Conference on Embedded and Real-Time Computing Systems and Applications
  - o RTSS. Real-Time Systems Symposium
  - o SigAda. ACM's Annual International Conference on Ada and Related Technologies: Engineering Safe, Secure, and Reliable Software
  - o SIGMETRICS. ACM International Conference on Measurement and Modeling of International Computer Systems
  - o SOSP. Symposium on operating systems principles
  - o SRDS. IEEE Symposium on Reliable Distributed Systems
  - o WCET. International workshop on Worst-Case Execution Time Analysis
- Journals
  - o ACM Transactions on Architecture and Code Optimization
  - o ACM Transactions on Computer Systems
  - o IEEE Micro
  - o IEEE Transactions on Computers
  - o IEEE Transactions on Embedded and Computing Systems

5.4.2 HiPEAC/artist Network of Excellence

Other sources of dissemination include the HiPEAC and ArtistDesign Networks of Excellence in which several PROARTIS partners are involved. We plan to present posters and give talks to disseminate the PROARTIS achievements at various events for these networks.

5.4.3 PROARTIS Workshop

A significant dissemination event will be the organization of a PROARTIS workshop to disseminate the results to a wider community. The event will be opened to any participant from both industry and academia and will include talks and presentations from the PROARTIS members, but also from invited speakers that have studied related topics.

The actual date, location and format of the PROARTIS will be decided by the Executive Board before Milestone 2 at month 24.