"Dissemination Plan"

D2.2

'Chorus+ D2 2_WP2__March2010_JCP_V1.0'

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- Distribution Level: *PU = Public,*

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Partner Name	Short name	Country
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Centre for Research and Technology Hellas - Informatics and Telematics Institute	CERTH-ITI	GR
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Abstract

This objective of this document is to set out the terms of Communication so as of the Use and Dissemination of the knowledge arising from the ChorusPlus project.

In order to give a cumulative overview of the project's undertaken and planned activities, regular updates should be implemented, leading to a final plan giving a complete view of activities undertaken including various activities in cooperation with the project partners, the cluster partners and people external to the project (exhaustive list of all the presentations , publications, conferences, workshops etc, performed within the lifetime of the ChorusPlus project, it means from January 1st, 2010 to December 31st, 2012 and describing future route to full use and dissemination of the knowledge.

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1. Referred documents

[1]   Project Contract GA 249008 and Annex II (General Conditions)

[2]   Project Contract - Annex 1 "Description of the Work" (DoW)

[3]   ChorusPlus Consortium Agreement (CA)

[4]   Project Reference Manual D1.1

2. Introduction

Chorus Plus is a Coordination Action that has started its activity on January the 1st, 2010 for 3 years, it means till end of December 2012.

As already described in the DoW [2], section 4, CHORUS+ addresses objective 1.5c contained in the ICT-2009-4: Information and Communication Technologies call.

Expected impacts are foreseen on the Industry and in the scientific community;

Within the field of multimedia search, CHORUS+ seeks to establish itself as a recognized and useful authoritative source of information that provides timely insights into the state of the search market, useful reports regarding opportunities available for industry players, crucial techno-economic analyses for policy-makers, and a centralized clearinghouse for important datasets and benchmarking activities.

CHORUS+ will strengthen Europe leading position in multimedia retrieval technologies by linking the currently existing academic projects with the application ideas and knowledge from industry. This academia/industry collaboration will help to create intellectual property that can be exploited for generating new, innovative applications fields of multimedia retrieval technologies.

CHORUS+ is committed in bringing together leaders to discuss important issues and share best practices within Think Tanks, conferences and workshops. Maximum impact will be achieved through the publication of minutes and reports from WP2, WP3, WP4 and WP5 as well as the dissemination of best practices in terms of evaluation processes and the provision of common datasets on the website (WP2). In other words, ChorusPlus is inherently aimed at the dissemination of results and knowledge beyond the project;

The nature of a "Coordination Action "implies that the results of the work done will not be represented by the typical exploitable products, for example a piece of software or a piece of hardware, but by ideas and recommendations addressing experts and representatives from industry, academia, and research organizations.

Except the "Project management Plan – D1.1" and the "Quality Guidelines – D1.2" dedicated to the WP1 organisation, all the deliverables to be produced during the project time life are public.

3. Generalities

Dissemination can be seen as the means through which research results are presented to the public.

It is important to notice that official publications in the course of a protection right application (e.g. the compulsory publication of a patent application after its filing) are not considered dissemination. The target of the dissemination may be the general public or a specific group of professionals in a determined sector. An overview on the most successful means of dissemination, as well as useful suggestions on how to arrange an effective communication strategy, can be found at the European Commission "Guide to successful communications" web page.

(http://ec.europa.eu/research/science-society/science-communication/index_en.htm)

There is no obligation in FP7 to disseminate after the end of the project. However, the Commission may take charge of such obligation at any time, without requiring any authorization from the Participants concerned.

All Documents also need to contain the following specific sentence (or a translation thereof) in the description referring to FP7 funding (*Article 45 RfP – Article II.28.2 of GA):*

The work leading to this deliverable has received funding from the European Community's Seventh Framework Programme (FP7/2007-2013) under grant agreement n°249008

Use of the EU emblem

The EU emblem may be used only with the prior agreement of the Commission. As the European emblem is protected under article 6ter of the Paris Convention, participants are formally prohibited to register the European emblem, or any sign identical or similar to the European emblem, as a trademark. When participants are allowed to use the European emblem, they should do so in its entire and original form, and always separately from their own logo or trademark. Once the contractual relationship between a participant and the European Commission has expired, the participant should cease to use the European emblem, and withdraw its representation from any new documentation.

The official European logo (FP7) is available in Project Place under /DISSEMINATION

Confidentiality and protection

References: Articles 3 – confidentiality - and 46 - Use and dissemination - of RfP and Articles II.9 and II.30 of GA

Obligations related to Foreground – Access Rights and Confidentiality are detailed in the Consortium Agreement (Section 8, 9 and 10). Any data which is to remain secret should be clearly labelled as confidential and appropriate measures should then be taken by the other participants and the Commission to maintain confidentiality, even after the end of the project.

As a reminder, the Consortium Agreement foresees a period of confidentiality to be five (5) years from the date of termination of the CA, unless exceptions described in point 10.4.

4. Intended Activities by the Consortium

4.1 Dissemination Strategy

As one of its main goals, ChorusPlus will ensure the overall dissemination of the project, both internal and external, both online and by traditional means of dissemination and publication. Major achievements and outcomes of the project will be made available to the largest audience possible.

CHORUS+ is inherently aimed at the dissemination of results and knowledge beyond the project.

WP2 is entirely dedicated to dissemination activities. This work package aims to expand the original CHORUS+ consortium to include members from Asia and the Americas. Cluster and concertation meetings, conferences and workshops will be organised with an effort to optimise impact by co-locating CHORUS+ events with other important and complementary academic and industrial events. WP2 also seeks to establish more permanent connections between national and European projects as well as leaders of major international benchmarks. As far as possible the dissemination of results from other projects will be included in the dissemination work of CHORUS+, as well as the dissemination of CHORUS+ findings in other projects and initiatives.

WP3 aims to consolidate relevant benchmarking datasets by linking to them on the CHORUS+ website. It also plans to publish best practices in terms of the evaluation process for multimedia retrieval. This includes preparing a reference statement for a service-oriented benchmarking architecture which can be made available on the website. Recommended specifications for adhering to the architecture will be provided on the CHORUS+ website.

WP4 will seek to create high level documents containing in-depth multi-disciplinary and multi-technological views on the mobile and enterprise search markets. These documents will be made available to a broad public in the domain, including SMEs (or smaller companies) in related fields, committees or research-groups defining new RDT programmes, and individuals participating in standards organisations.

WP5 aims at organizing Think Tank meetings on selected business themes in relation to audio-visual search. The events shall be profiled to gather stakeholders of a business area together with technology experts to investigate current- and mid-term future needs regarding audio-visual search capabilities applicable to the specific business area being debated. The discussion shall in particular concentrate on identifying the concrete top one to three technical challenges for the particular business theme.

The tools used by ChorusPlus to disseminate the project results will be several and are mainly:

- The website and the collaborative platform,
- The production of support material such as posters, flyers, press release, etc …
- The production of Newsletter when appropriate information to be dispatched,
- The permanent connections with national, European and international initiatives,
- The organization of close communication within the ChorusPlus Cluster,
- The regular participation to the Concertation Meetings,
- Specific events and workshops organization.

The different dissemination channels are described in the DoW [2] and won't be further defined.

The dissemination activities that are planned for 2010 by the project are listed below and, as already stated before this list will be updated several times during the lifetime project.

4.2 Website and Collaborative Platform

A project website has been set-up to publicize the work and results produced within the project. In the sense of continuity the domain (URL) of the CHORUS project has been kept for the CHORUS+ project [http://www.ist-chorus.org]. However, a new structure is being worked out for the new project in order to enable best access to the project results. At the same time, access to the content of the previous project is further ensured.

This website that is regularly updated with all public information is intended to facilitate contacts and exchanges with other research and industrial initiatives on the relevant topics. An event calendar exhibiting the most important events in the field is maintained and directly accessible from the start page. The new version of the website also makes use of Web 2.0 features such as Tag clouds and Twitter, as well as RSS feeds and search by keywords and topics.

A central platform for exchange of results, best practices and data among experts in the field and industry is the collaborative platform, created on the basis of a MediaWiki system. It fosters valuable exchange within the community and international benchmarking activities and enables both consortium members and external partners to actively contribute to the platform, in order to publish information about benchmarking initiatives, recommendations, and also to present and disseminate research results. It will serve as central the knowledge-base of the CHORUS+ project.

An update of D2.2 will be provided with Website and MediaWiki screenshots as soon as available.

4.3 Dissemination package

In order to ease and standardize basic communication, some standard material will be prepared and put at the partners' disposal within the ProjectPlace (Internal collaborative Platform). The dissemination package will be made by the Chorus+ factsheet, a poster and a PowerPoint slides presentations. This material will be constantly updated and our watchword will remain adaptability to the needs.

It has been agreed and budgets were defined to have the most valuable conferences organized by Chorus+ to be recorded and published on the website. Those video recording would be part of the dissemination package.

When accurate, some general communication actions will be undertaken in the means of newsletter, press release … For instance, in order to publicize the 1st workshop to be organized by WP4, the 1st newsletter is forecasted to be published in May 2010; the 2nd newsletter is planned for early September 2010 in order to advertise the upcoming events of the second half of the year.

Partner internal dissemination: all partners are committed to use their own tools (newsletter, website…) to disseminate project results internally in their organizations and

4.4 Connection with National, European and International Initiatives

Chorus + project goals and initiatives will be made visible through interventions at various international and national conferences and workshops. There are a huge number of such conferences, thus the partners should keep a critical eye on the quality of these and try to make a qualified selection of appropriate conferences to participate at.

At this stage, the list of the targeted events are listed in point 3.6

4.5 Concertation Meetings

The Chorus+, as a coordination Action, is committed to Clustering and Concertation meetings and events of the European Union (two per year). It will be useful for getting our results to be accepted by a broader audience. It also enables us to get feedbacks from other projects. The report on the cluster meeting (including slide presentations) will be distributed to participants and EC PO within one week of the concertation.

Nevertheless it does not exclude the organisation of extra activities if this seems of advantage to the cluster of objective 1.5.c projects. Chorus+ is also committed to serve as a communication tool for the A/V cluster project. All tools that are at disposal of Chorus+ project will be put at disposal of the cluster members (website, newsletter, mailing lists …); during the project lifetime, mututalisation of efforts will be proposed to allow visibility of the cluster projects at some particular events: for instance, it is planned to apply for a common booth during ICT2010 to be organized in Brussels.

4.6 Events Organisation

As defined in the DoW, the first year of Chorus+ activity will be partly dedicated to the definition of strategy in disseminating. The criteria taken into account are the definition of the CHORUS+ Objectives, the most appropriate strategy for disseminating and the realisation of tools supporting dissemination.

Under the umbrella of task T2.5, the following list of targeted events has been defined and the list will be regularly updated. Some events aim only at ensuring the visibility of Chorus+ activities while others are committed to focus and address our technical objectives:

- 22-26March 2010 - ACM Symposium of Applied Computing (Sierre – CH)
- 29-31 March 2010 - ACM MIR 2010 – (Philadelphia – US)
- 14-16 April 2010 - FIA VALENCIA – Search Session (Valencia, Spain) [A/V cluster activity]
- 9th of June 2010 – **Chorus+ Workshop & Think-Tank on "Mobile Search"** co-located with CTTE-Conference (Gent, Belgium 7-9 June
- 16 - 18 June 2010 - Future Network and MobileSummit 2010 (Florence, Italy)
- 23- 25 June 2010 - CBMI (Grenoble, France)
- 27-30 June 2010 - ITS 2010 (Tokyo , Japan)
- July 5-7, 2010 - CIVR 2010, **Chorus+ Practionners' day**, (Xi'an, China)

- August 9-13, 2010 - ISMIR 2010 and MIREX 2010 – (Utrecht University, The Netherlands)
- 20-23 September 2010 - ImageCLEF 2010 (Padova, Italy)
- 27-29 September 2010 - ICT 2010, (Brussels, Belgium) [A/V cluster activity]
- 13-15 Oct. 2010 - NEM SUMMIT (Barcelona – Spain) –
- 25-29 October 2010 - ACMM (Firenze, Italy): **2nd TTK on Search on Social Networks**
- 16-17 December 2010 - FIA Ghent, Search Break Out Session, (Ghent, Belgium) [A/V cluster activity]

The present document is intended to be updated on a regular basis, at least twice a year.

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