BEMO-COFRA

Brazil-Europe Monitoring and Control Framework

(Project No. 288133)

D8.2.1 Dissemination Report I

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1. Executive summary

This deliverable is part of the task to coordinate the dissemination of BEMO-COFRA. It thus presents the project's dissemination strategy and plan. The dissemination strategy outlines the objectives and methods for effective dissemination of the project's progress and achievements. The dissemination strategy forms the basis for the planning and execution of dissemination activities and thus helps define the specific dissemination plans and targets.

The goal of the dissemination is to foster a closer cooperation between component suppliers, solution providers, system integrators, manufacturing and processing plants, and R&D institutes in both Europe and Brazil. Dissemination will therefore also focus on promoting Brazilian knowhow and expertise in Europe and vice versa.

Dissemination activities will be undertaken by the consortium as a whole, and by each partner on an individual basis. All partners will therefore actively engage in dissemination activities within their areas of expertise. Partners will work together in identifying and carrying out dissemination activities as appropriate.

The dissemination activities will use different media and channels and take various forms including: a website, newsletters, participation in conferences and other events, scientific papers, press releases and a project brochure.

During this first year of the project, dissemination activities have focused on generating awareness of and interest in the project. For this purpose, a rich project website was launched at the very beginning of the project which contains all relevant information about the project's visions and aims and which will be continuously updated with news stores, downloads and articles as the project progresses.

A project brochure in both English and Portuguese has also been produced which partners may distribute at conferences, meeting and other relevant events. A newsletter is planned for publication in September 2012 (M13) and then bi-annually for the remainder of the project period.

This report also outlines the planned activities for the next period which include the organisation of a final EU-Brazil workshop. The final workshop will demonstrate the results and prototypes developed in the project and both European and Brazilian stakeholders will be invited to participate.

It is also important to establish efficient internal dissemination methods to ensure that all partners are aware of the work different partners are engaged in and what is being achieved. For this purpose various tools are in use such as a workspace repository (BSCW) where documents, press material, deliverables, templates etc. are stored and exchanged, and wiki for requirement engineering, lesson learned repository and dissemination repository.

An update of this report is planned for M30 which will report on the dissemination activities completed during M13-M30 and update the targets and the strategy as appropriate.

2. Introduction

Having a well-defined dissemination strategy is of very high priority to the BEMO-COFRA project. Dissemination is about creating awareness of and interest in the BEMO-COFRA project and its resulting products and services to all stakeholders. Dissemination efforts will also focus on the nature, value and benefits of BEMO-COFRA for different stakeholders. The dissemination strategy provides the project with a structured guideline of how to best disseminate the project's progress and results.

2.1 Background

The BEMO-COFRA project is a 30 month EU-Brazil collaborative project that will develop an innovative distributed framework allowing networked monitoring and control of large-scale complex systems.

Heterogeneous smart objects, legacy devices and sub-systems will be integrated, cooperating to support holistic management and to achieve overall systems' efficiency with respect to energy and raw materials. The BEMO-COFRA project will address both technological aspects and user needs to promote a wider adoption of large-scale networked monitoring and control solutions.

The European manufacturing industry suffers a deep crisis due to an overcapacity of production, while in Brazil there is a steady economic growth that is pushing manufacturing companies to increase their production rates. Despite these differences, in both the geographic areas there is an increasing need for flexibility in production activities that must adapt to a continuously changing world market demand.

According to medium to long term European and Brazilian research roadmaps, ICT will enhance any real world object, even the simplest one, with sensing, actuation, embedded processing and communication capabilities. The resulting smart objects will be in principle heterogeneous with respect to energy, sensing/actuation capabilities as well as processing and communication resources. They will interact with each other and will get even smarter through cooperation, forming in such a way communities of self-organizing heterogeneous networked cooperative elements.

BEMO-COFRA strives for the realization of a large-scale distributed monitoring and control framework that eases the supervision and the optimization of physical processes. The potential impact of the developed solution will be made visible by demonstrating the capabilities of a BEMO-COFRA-enabled production monitoring and control system deployed in an actual manufacturing plant provided by COMAU.

The main envisaged outcomes and results will provide a highly relevant industrial impact, by improving factories productivity through the adoption of distributed control architectures and innovative MES systems. The project's progress and results will be widely disseminated to stakeholders throughout the project's lifetime.

2.2 Purpose, context and scope of this deliverable

This deliverable is the first of two Dissemination Reports that will be produced for BEMO-COFRA. The dissemination strategy includes a definition of the objectives and methods that will be employed in order to disseminate BEMO-COFRA's progress and results most effectively and to the appropriate target audiences. The dissemination strategy forms the basis for the planning and execution of dissemination activities and thus helps define the specific dissemination plans. The second part of this deliverable thus describes the dissemination plan which includes completed, running and planned dissemination activities and the targets for each.

An update of this report is planned for M30 which will report on the dissemination activities completed during M13-M30 and update the targets and the strategy as appropriate.

3. Dissemination Strategy

The BEMO-COFRA dissemination strategy aims to ensure a wide awareness and interest in the project. Dissemination activities will be carried out throughout the project and as the project progresses and results are obtained dissemination efforts and activities will also increase and intensify. The efficient dissemination of the project's results is an important strategy in terms of facilitating exploitation after the project ends. The dissemination strategy is thus foremost intended to optimise dissemination of project knowledge and results to companies and organisations, which share an interest in the scientific results and the applications, or are potential service providers of BEMO-COFRA. A second aim of the strategy is to promote awareness about the EU-Brazil cooperation which may help to foster future research and exploitation opportunities between the EU and Brazil.

3.1 Objectives and methods

The goal of the dissemination is to foster a closer cooperation between component suppliers, solution providers, system integrators, manufacturing and processing plants, and R&D institutes in both Europe and Brazil. Dissemination will therefore also focus on promoting Brazilian knowhow and expertise in Europe and vice versa.

The dissemination will take various forms and use different media in order to reach the target audiences including:

- Use of European Commission and CNPq (Brazilian National Council for Scientific and Technological Development) dissemination channels such as newsletters and web sites
- Participation in and organisation of workshops, conferences, and tradeshows
- Publications of scientific papers and poster sessions
- Continuous updating of the project website with information on the project's progress
- Producing marketing material, e.g. project brochure, press releases and project newsletters
- Network and established distribution channels of the individual partners.

Particular attention will be paid to any disparities between European and Brazilian needs and interest, thus adjusting the available dissemination channels and media accordingly.

3.2 Target audiences

The main target audience for the dissemination of BEMO-COFRA are 1) the industrial community including large industrial corporations and 2) the ICT research and scientific community. Secondly, the general public is also considered a target audience for the dissemination of widespread information about the project visions and development.

As the project progresses, dissemination efforts will also become targeted at individual partner's customer bases and research communities. These target audiences may include consultancy companies in manufacturing and logistics, funding bodies, universities and other research institutes.

One of the main channels for dissemination is the project's website which will be regularly updated as progress is made, deliverables produced and milestones achieved. Additionally, participation in external events such as conferences and workshops and publication of scientific articles in relevant journals will contribute to the effective dissemination of the project to the targeted audiences.

3.3 Dissemination responsibilities

Dissemination activities are led by the Dissemination Manager Eduardo Souto (UFAM) in close cooperation with Jesper Thestrup (IN-JET) who acts as Quality Manager. The Dissemination Manager is responsible for coordinating the widespread external dissemination of the knowledge resulting from the project.

Dissemination activities will be undertaken by the consortium as a whole, and by each partner on an individual basis. All partners will therefore actively engage in dissemination activities within their areas of expertise. Partners will work together in identifying and carrying out dissemination activities as appropriate.

3.4 Managing dissemination

The Dissemination Manager is responsible for the overall management of dissemination activities within the consortium.

A Wiki repository has been established for coordination purposes. The wiki is a web-based space which enables partners to keep track of related activities in order to submit contributions at the right time and place and which allows participants to cooperate. All partners are requested to enter information about national and international events (workshops, conferences, etc.) and journals that they are contributing to with information originating from BEMO-COFRA funded work. Partners can also enter proposed events that they seek partners for.

In order to register the amount of press coverage on the project, each partner will closely monitor the web and written press for any coverage of the project and add articles/links on the BSCW (project repository) in the folder: Work in Progress / WP8 / Dissemination activities. Press releases produced by the partners should also be published here (See section 4.5.2 for more information on press releases). Press coverage will feature on the website on a page dedicated to media coverage.

3.5 Deliverable classification

The deliverables that the project consortium will produce are classified according to type and dissemination level. Most deliverables will be made publicly available in order to achieve a maximum impact. Only in cases of special legitimate protection of interest of consortium partners will deliverables not be made publicly available.

All deliverables are listed on the project website and the one marked PU (public) will be available for downloading once they have been accepted by the European Commission.

Any major deliverable that will be disseminated to the outside world usually requires external reviewing before being published.

3.6 Management of intellectual property rights

Where foreground is capable of industrial or commercial application (even if it requires further research and development, and/or private investment), it should be protected in an adequate and effective manner in conformity with the relevant legal provisions, having due regard to the legitimate interests of all participants (project partners), particularly the commercial interests of the other participants [Guide to Intellectual Property Rules for FP7 projects, p12]. In this context, as the BEMO-COFRA project involves academic and commercial partners in countries with different traditions and requirements, specific rules to protect to use of the foreground and background are set out in the Grant Agreement, Article II.30 and the Consortium Agreement, section 8.3. In particular, the following guidelines should be followed:

- The consortium participants may publish information on knowledge arising from the project provided this does not affect the protection of that knowledge. Before any knowledge dissemination takes place that may impact on the exploitation potential of one or more partners, the matter should be agreed with the Project Board.
- Prior notice of any planned publication shall be made 45 days before the publication according to the Consortium Agreement. Any objection to the planned publication shall be made in accordance with the Consortium Agreement in writing to the Coordinator and to any partner concerned within 30 days after receipt of the notice. The objection has to have the form described in the Consortium Agreement section 8.3.1. If no objection is made within the time limit stated above, the publication is permitted but not before an expiry of 45 days.
- For the avoidance of doubt, a Party shall not publish Foreground or Background of another Party, even if such Foreground or Background is amalgamated with the Party's Foreground,

without the other Party's prior written approval. For the avoidance of doubt, the mere absence of an objection according to Consortium Agreement section 8.3.1 is not considered as an approval (Consortium Agreement, section 8.3.2).

- None Party confers rights to use in advertising, publicity or otherwise the name of the other Parties or any of their logos or trademarks without their prior written approval (Consortium Agreement, section 8.3.4).

3.6.1 Open source

The consortium partners have agreed on the following when it comes to publicising software results (See DOW, section 3.3 on Open Source):

- As the BEMO-COFRA project aims at achieving a maximum impact with its results, those ones marked as public deliverables will be made publicly available. This default regulation will only deviate in cases of special legitimate interests of consortium partners.
- Results in form of software will be made available according to the deliverable plan that defines which prototype deliverables will be public at what point in time (see section 1.3.7 in the DOW).
- The method of publication will be to make the specified software available for download on the project website to the general public.
- As BEMO-COFRA services and applications are directed towards a highly distributed access mechanism, they can be deployed independently of each other. This allows for putting them under different licences to accommodate for different usage scenarios and consortium partner interests.
- If open source is used as a license, allowing commercial usage will be the minimum expectation and GPL will be explicitly forbidden since it dramatically restricts the uptake of open source by commercial parties.
- The partners will agree on a detailed process concerning use of open source and publication of project results as open source in the Consortium Agreement.

3.7 Relevant standards and standardisation bodies

The consortium partners consider the following standardisation bodies, associations and initiatives that are relevant in the area of mobile communications and have been especially relevant for the BEMO-COFRA project. Therefore, the closer examination is mainly focused on those working groups concentrating on the standards that have been selected.

3.7.1 Standardisation Bodies

- **IEEE**: The Standards Association of the Institute of Electrical and Electronics Engineers (IEEE) is a leading developer of international industry standards in a broad range of industries. Website: http://standards.ieee.org
- **ETSI**: The European Telecommunications Standards Institute (ETSI) produces globally applicable standards for ICT area, including mobile, radio, converged, broadcast and internet technologies. Website: http://www.etsi.org

3.7.2 Alliances, Initiatives, Forums, Associations

- **Bluetooth Special Interest Group**: The Bluetooth Special Interest Group (SIG) is a privately held, non-profit trade association that publishes Bluetooth specifications, protects trademarks and evangelises Bluetooth wireless technology. Website: https://www.bluetooth.org
- **6lowpan Working Group**: The Working Group will generate the necessary documents to ensure interoperable implementations of 6LoWPAN networks and will define the necessary security and management protocols and constructs for building 6LoWPAN networks, paying particular attention to protocols already available. Website: http://datatracker.ietf.org/wg/6lowpan/

3.7.3 Relevant Standards

- **Bluetooth:** The Bluetooth (IEEE 802.15.1) is a proprietary open wireless technology standard for exchanging data over short distances (using short wavelength radio transmissions in the ISM band from 2400-2480 MHz) from fixed and mobile devices, creating personal area networks (PANs) with high levels of security. Created by telecoms vendor Ericsson in 1994, it was originally conceived as a wireless alternative to RS-232 data cables. It can connect several devices, overcoming problems of synchronization. Bluetooth uses a radio technology called frequency hopping spread spectrum, which chops up the data being sent and transmits chunks of it on up to 79 bands (1 MHz each; centred from 2402 to 2480 MHz) in the range 2,400-2,483.5 MHz (allowing for guard bands). This range is in the globally unlicensed Industrial, Scientific and Medical (ISM) 2.4 GHz short-range radio frequency band (IEEE 802.15.1, 2002).
- **IEEE 802.11g**: The 802.11g standard was finalized in 2003. The modulation scheme used is orthogonal frequency division multiplexing (OFDM) with data rates of 6, 9, 12, 24, 36, 48 and 54 Mbps. The system operates in the ISM band at 2.4 GHz frequency with a bandwidth up to 20 MHz and offers backward compatibility with 802.11b supporting Complementary Code Keying (CCK). 802.11g uses the same OFDM modulation and coding schemes of 802.11a. The 802.11g uses the modulations BPSK, QPSK, 16QAM, and 64QAM at a maximum transmission power of 100mW. When compared to 802.11a, the802.11g offers the advantages of lower cost, backwards compatibility to existing 802.11b equipment, and less path loss than the 802.11a, due to the lower carrier frequency (IEEE 802.11g, 2003).
- **IEEE 802.11n**: The 802.11n adds extra functionality and provides better spectral efficiency than its predecessors. The higher data rate is achieved through space division multiplexing (SDM) by the incorporation multiple input multiple output (MIMO) antenna configurations. Space time block coding (STBC) can also be used, which increases the coverage. Additionally, 802.11n uses a higher maximum code rate and slightly more data sub-carriers, resulting in a data rate increase from 54 Mbps to 65 Mbps per channel per antenna. An extra 20MHz bandwidth is optionally added to the standard making it possible to transmit in a 40 MHz bandwidth (channel bonding). 802.11n could hence offer raw data rates up to 600 Mbps. Moreover, an improved forward error correction (FEC) based on LDPC is foreseen, which increase the coverage and link robustness at high spectrum efficiencies (IEEE 802.11n, 2009).
- **IEEE 802.15.4:** IEEE standard 802.15.4 It intends to offer the fundamental lower network layers of a type of wireless personal area network (WPAN) which focuses on low-cost, low-speed ubiquitous communication between devices (in contrast with other, more end user-oriented approaches, such as Wi-Fi). The emphasis is on very low cost communication of nearby devices with little to no underlying infrastructure, intending to exploit this to lower power consumption even more. The basic framework conceives a 10-meter communications range with a transfer rate of 250 kbit/s. Trade-offs are possible to favour more radically embedded devices with even lower power requirements, through the definition of not one, but several physical layers. Lower transfer rates of 20 and 40 Kbit/s were initially defined, with the 100 Kbit/s rate being added in the current revision. Even lower rates can be considered with the resulting effect on power consumption. As already mentioned, the main identifying feature of 802.15.4 among WPAN's is the importance of achieving extremely low manufacturing and operation costs and technological simplicity, without sacrificing flexibility or generality. Important features include real-time suitability by reservation of guaranteed time slots, collision avoidance through CSMA/CA and integrated support for secure communications. Devices also include power management functions such as link quality and energy detection (IEEE 802.15.4, 2006).

3.7.4 Strategy for disseminating results to standardisation bodies

Interact with standardisation bodies is a strategy to ensure our project's long term technological impact, as it can enable the work done within BEMO-COFRA gets as large attention as possible when presented at different conferences and published in different scientific journals.

This interaction is also viable since the BEMO-COFRA outputs from the project work package share a set of characteristics such as:

- To be relied on an existing standard;
- To be exploited by organisations already using standards for their products or services;
- To be basis for commercial companies to develop new products or services;
- To be intended to encourage many other organisations to create compatible technologies;
- To be helpful for the correct operations of higher level features and capabilities.

Therefore, the following project milestones can be presented and used as interaction media between the consortium partners and the standardisation bodies:

- **Project Requirements** - Research projects generally start with the specification of requirements and designs of the technologies that will be developed. These requirements can be the basis for a first check of whether the research results are aligned with the work within the standards body. On more than one occasion, projects have learned by presenting their requirements and expected results that some standards exist already that address part of the technologies being developed. Sharing requirements and expected results within the standards body is also an important step in building awareness and support for the contributions to standards that will eventually be developed by the project. It can also be beneficial to the project for obtaining additional requirements as the representatives within the standards bodies might come from a broader set of industries of types of organisations than the project partners.
- **Project Results** - The milestone where the project partners feel comfortable submitting a specific proposal to a standards body varies depending on the technologies and their maturity. Sometimes it is earlier in the project while research and development is underway, other times it is later in the project after the project has completed some validation with pilots or demonstrators. The misconception that many projects have is that submissions to standards bodies need to be very complete or exhaustive. What is actually essential is that the core components of the submission are stable, clear and fully defendable in meeting specific needs, even if some surrounding elements are not yet finalised. The process of consensus will likely result in changes and additions from other members of the standards bodies, which can strengthen the submission and also benefit the project.
- **Project contract termination** - This is an important milestone because if standardisation process is initiated, its timing often extends beyond the duration of the project. Therefore, as the European Commission project contract is approaching closure, it's important to identify how the standardisation process will continue. With some planning and foresight, the time and effort invested during the project towards standardisation will lead to the project work becoming an industry standard, and in so doing, deliver expected benefits and broader opportunities for exploitation by the project partners.

Partners can consult the "Standardization guidelines for IST research projects interfacing with ICT standards organizations" for more information at the following link (updated July 2010): http://www.w3.org/2004/copras/docu/D15.html.

3.8 Acknowledgement of EU and CNPq funds and use of logos

When disseminating the project acknowledgement of the source of funding will always be clearly displayed. This includes the following:

- Acknowledgement of EU and CNPq funds in all reports and publicity material (including the ones produced by every partner in the name of its company within the framework of the project).

  Example: The BEMO-COFRA project is partly funded by the European Commission under the 7th Framework Programme in the area of EU-Brazil Research and Development cooperation

under Grant Agreement no. 288133 and by the Conselho Nacional de Desenvolvimento Científico e Tecnológico (CNPq) in Brazil.

- Use of logos: The EU emblem or the European Commission DG INFSO logo and the CNPq logo must be used on all publications and promotional material. In case of power point presentations you can use the EU log and/or the FP7 logo:

- The project logo should be present on all publications related to the project. Either of these two formats may be used:

- Disclaimer. When a partner mentions the BEMO-COFRA project in any publication, report, article, etc. the following disclaimer must be added:

  Possible inaccuracies of information are under the responsibility of the project. This report reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein.

- Project deliverables for the Commission should also have the following legal notice:

  The information in this document is subject to change without notice.

  The Members of the BEMO-COFRA Consortium make no warranty of any kind with regard to this document, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose. The Members of the BEMO-COFRA Consortium shall not be held liable for errors contained herein or direct, indirect, special, incidental or consequential damages in connection with the furnishing, performance, or use of this material.

  Possible inaccuracies of information are under the responsibility of the project. This report reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein.

Partners can consult the EC communication guidelines for more information at the following link (updated June 2012):

http://ec.europa.eu/information_society/activities/health/docs/guidelines/fp7eHealth-communication_guidelines_projects.pdf

4. Dissemination Plan

The dissemination plan describes the dissemination activities that have been completed to date as well as the activities that are planned for the next period. It also outlines the measureable goals for dissemination in order to reach the objectives of dissemination and in order to define a targeted approach to selected strategy elements. The Dissemination Manager is responsible for monitoring the progress.

The Dissemination Plan should also be used for project partners as a guideline for how to handle external dissemination activities, e.g. press releases.

4.1 Targets for marketing activities

Marketing activities include a project brochure, newsletter and press releases. Marketing material will be published in both English and Portuguese.

Type of activity	M01-M12	M13-M30	Partners involved
Newsletter	1	3	UFAM/IN-JET/All
Press release	1	4	All
Brochure	1	-	UFAM/IN-JET
Website enrichment	1	1	IN-JET
Prototype demonstrator	-	1	All

Annual targets for marketing activities

Press releases should be launched using the following guidelines:

- No partner may refer to the names of other partners without the prior consent of that partner. If you need to refer to the other partners, then a reference to the project's website, where the approved partner description is provided, is the best solution
- If the press release contains explicit reference to another partner, the press release should be sent in its original language with an English translation to the Dissemination Manager, Eduardo Souto (UFAM), who will contact the mentioned partner. The only exception is when two or more partners issue a joint press release
- News about significant project results should be cleared with the Project Coordinator before it is released to the press. This applies to press releases in both national and international media.
- A copy of press releases should be circulated and placed on the BSCW in the folder: *Work in Progress/WP8/Dissemination activities* as soon as the release has taken place

See section 3.5 Management of intellectual property rights and 3.7 Acknowledgement of EU and CNPq funds and use of logos for further guidelines.

All press coverage will be collected and made available on a dedicated page on the project website (http://www.bemo-cofra.eu/viewpage.php?page_id=11).

In order to register the amount of press coverage on the project, each partner will closely monitor the web and written press for any coverage of the project and add articles/links on the BSCW (project repository) in the folder: Work in Progress / WP8 / Dissemination activities.

4.2 Targets for conferences, tradeshows and other events

Project partners will participate in relevant conferences and tradeshows as these are good channels for creating awareness about and interest in the project. Conferences related to manufacturing, factory automating, energy, and ICT are particular relevant dissemination events.

Type of activity	Year 1 (M01-M12)	Year 2 (M13-M30)	Partners involved
Workshop	2	3	Industrial & academic partners
Conferences	-	5	Industrial & academic partners
Tradeshows	-	2	Industrial partners

Annual targets for dissemination events

Relevant conferences, tradeshows, workshops and other events should be added onto the Wiki as should partners' intended participation, submission of papers, posters etc.

4.3 Targets for scientific papers

As the project progresses and results are achieved efforts will be made to submit scientific papers to international peer-reviewed conferences and relevant journals. The target for publications is:

- Year 1: 2 papers produced
- Year 2: 13 papers produced
- Total of 5 papers accepted.

The overall target is thus to produce a total of 15 papers during the project's lifetime, with the aim to get 5 of these accepted for publication.

4.4 Targets for visits to the project website

BEMO-COFRA's website was created at the very beginning of the project as this constitutes one of the main channels for the wide dissemination of the BEMO-COFRA project.

The website can be used to measure the general interest in the BEMO-COFRA and the following targets have thus been defined:

Type of activity	Year 1	Year 2	M30 and beyond
Downloads of documents	100	300	1500
Total number of unique visitors per month	100	150	250
Number of registered users (members)	20	40	120
Number of countries	-	10	25

Annual targets for project website

The targets for downloads of documents have been reached as a total of 117 downloads have been made:

- A total of 63 downloads of the three public deliverables have been made
- The project brochure has been downloaded 54 times (English version 28 times; Portuguese version 26 times).

5. Completed activities M1-M12

This section describes the dissemination activities that have been completed by project partners in the first year (September 2011 – August 2012).

5.1 Project collaboration and presentation tools

The project consortium has decided to use a variety of online tools to ease collaboration and management of the work done.

5.1.1 Knowledge management

A knowledge base and a knowledge management system were created using commercially available tools for knowledge management. For the management of formal, structured knowledge, a web based document repository was established based on the BSCW system from Fraunhofer FIT[1], a groupware commonly used by EU projects for exchanging documents and knowledge.

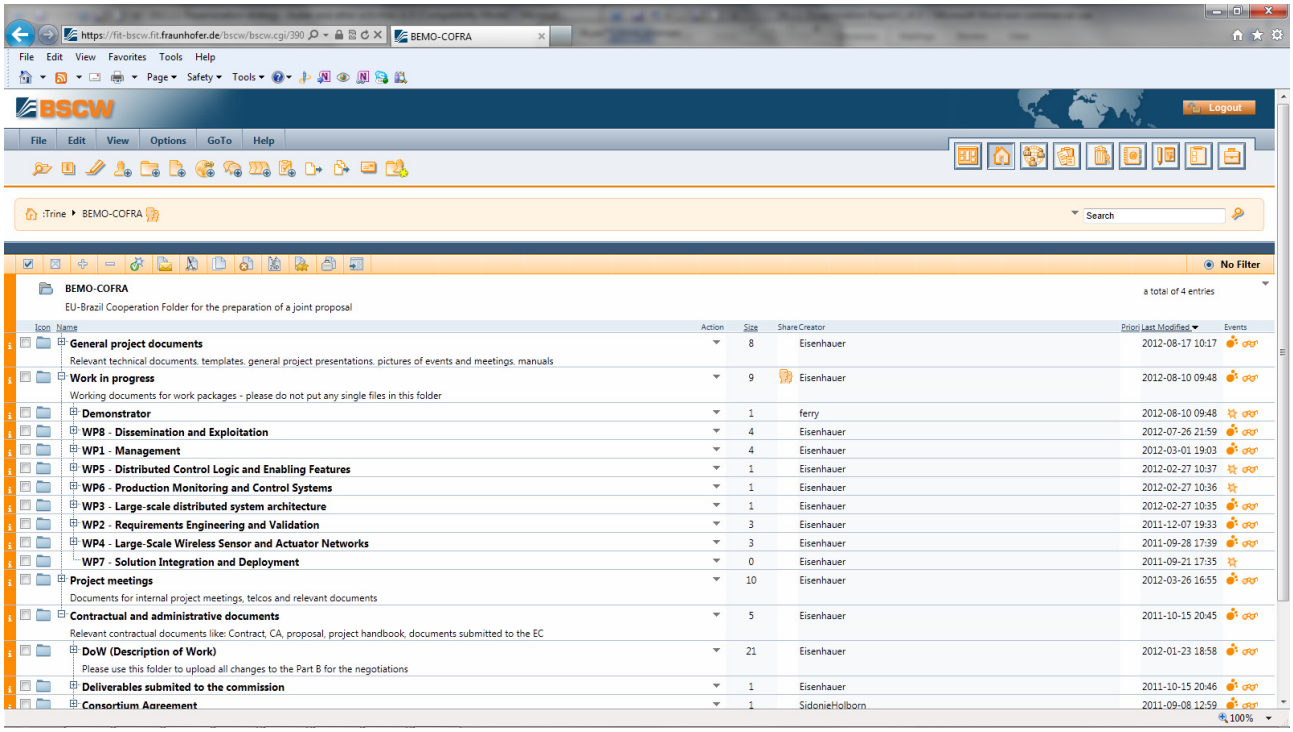

Figure 1: BSCW collaborative repository

For project management, the consortium uses Confluence. It is a collaborative development environment which will be used for various tracking of both formal and informal knowledge created in the project. Confluence will also serve as a coordination tool (wiki) and repository for dissemination (list of events and channels for submission of papers). It's structured is based on the 8 work packages in the project (see Figure 2 below).

[1] www.bscw.de

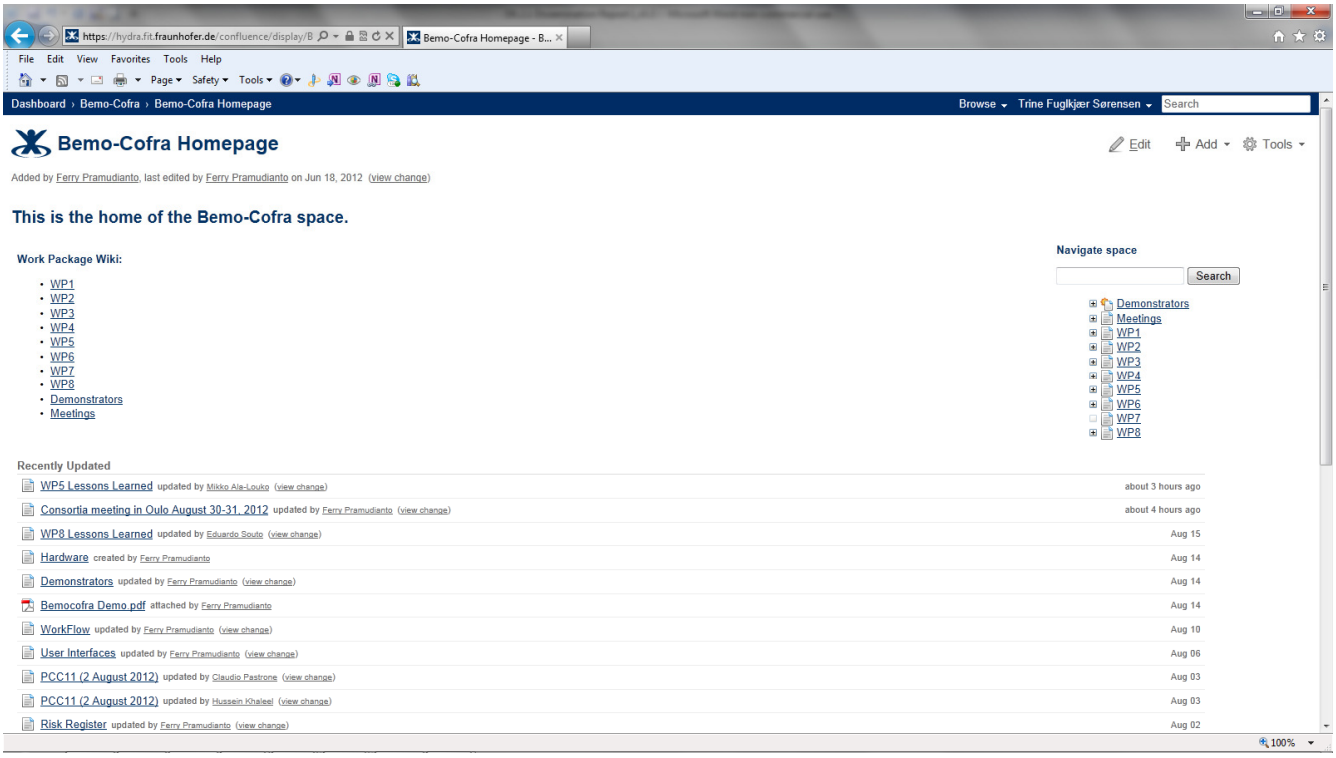

Figure 2: BEMO-COFRA confluence

For requirements engineering tasks including Lessons Learned the JIRA system is used. JIRA is a web based bug tracker that allows implementing and tracking the workflow of the Volere schema.

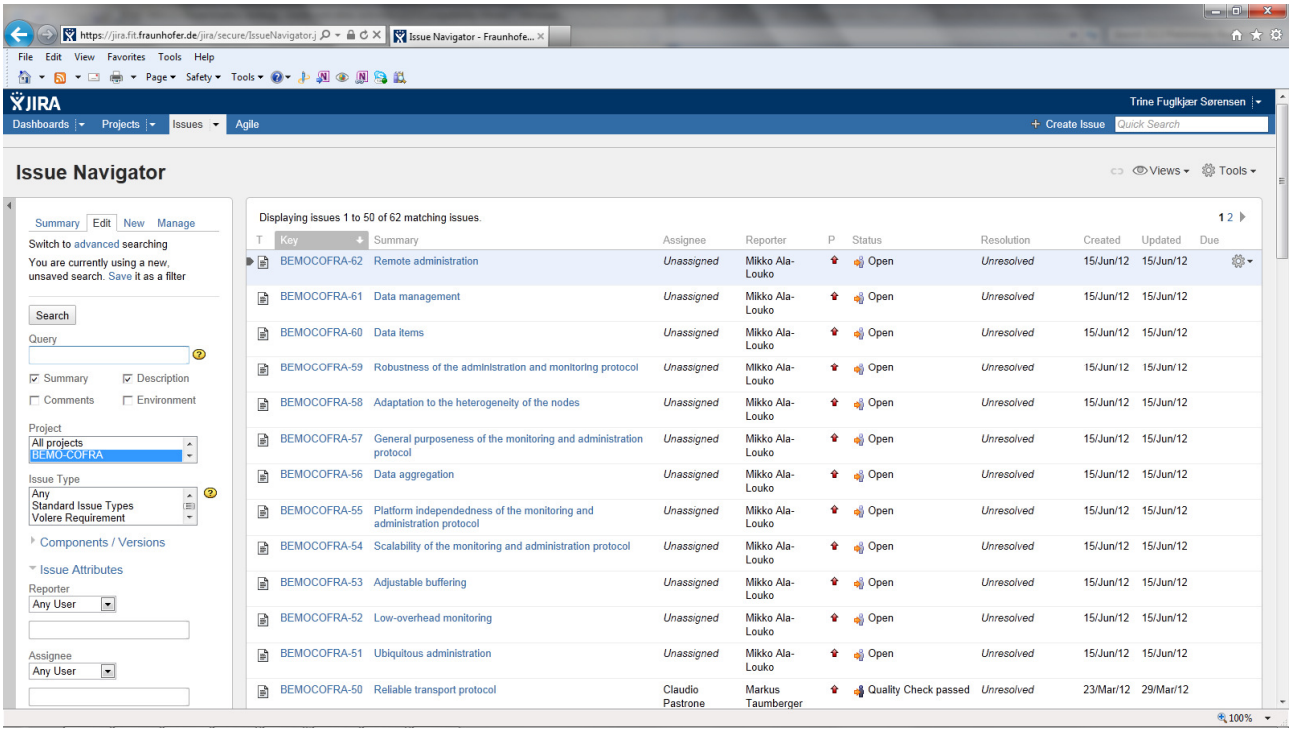

Figure 3: Requirements in JIRA

5.1.2 Templates

Templates for deliverables, meeting agendas, and minutes have been created in both Word 97-2003 and Word 2010. Templates are available on the BSCW in the folder: General project documents / Templates. Templates for Quarterly Management Reports are also available in this folder.

All BEMO-COFRA deliverables will be identified with the BEMO-COFRA acronym and logo, CPNQ logo, European Commission DG INFSO logo, 7th Framework Programme logo, contract number, date, unique document name and number, as indicated in the deliverable templates.

5.1.3 Logo

A logo was designed to reflect the project's focus. Two versions were created: one which contains the full title of the project out of which the abbreviated name was created, i.e. **B**razil-**E**urope **MO**nitoring and **CO**ntrol **FRA**meworks, and one with simply the abbreviated name, BEMO-COFRA.

BEMO-COFRA
Brazil-Europe Monitoring and Control Framework

BEMO-COFRA

5.2 Completed external dissemination activities

Various external dissemination activities have been completed during this first year. Efforts have concentrated on creating awareness about the project, targeted at relevant stakeholders and the general public.

5.2.1 Project website

The website is one of the main tools of dissemination and a rich website was created for BEMO-COFRA in the very beginning of the project. The consortium decided to maintain the website in English but to also provide the project overview and partner description in Portuguese. The welcome note on the front page of the website is both English and Portuguese.

Figure 4: Project website front page

The website's content will be continuously updated in order to provide up-to-date information on the project and its progress, and is thus an important part of the dissemination strategy for the project.

The website contains all relevant information about the project including: overview, vision and aims, work plan, partner descriptions, news, articles, press coverage and public deliverables. Deliverables that are not public will still be listed but downloading will be restricted to the EC and the consortium.

Due to the fact that the copyright of scientific papers often pass to the publisher/journal, scientific papers in the download section on the website will only feature with an abstract description and a statement that the full paper can be requested by contacting the authors or by subscription.

The BEMO-COFRA website is openly accessible to all. All visitors are invited to become registered users.

Moreover, a profile has been created on Facebook which is regularly updated with short news. Facebook is a good media for informal communication and has great potential in creating awareness about the project to a wider audience who would not be reached through more traditional dissemination channels.

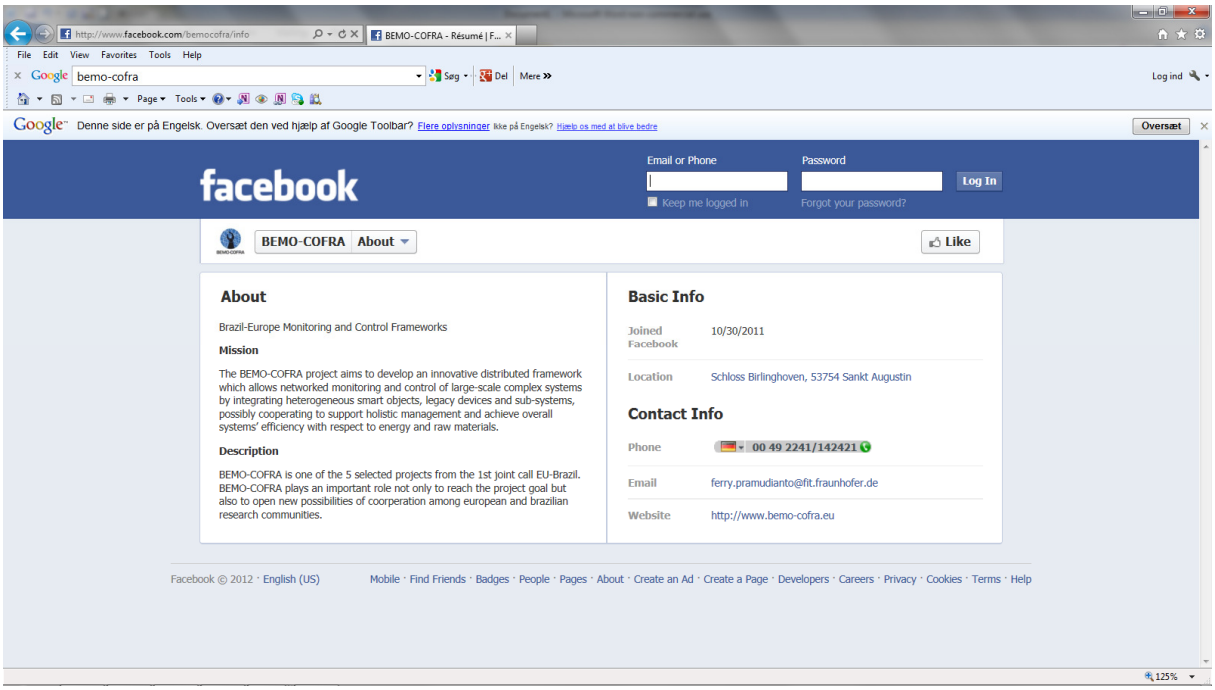

Figure 5: BEMO-COFRA on Facebook

The website has a link to BEMO-COFRA's Facebook profile and to the "like" function. To date there are 13 likes. The website also has a "Share" function which makes it fast and simple for visitors to share the website on the various virtual communities such as Facebook, Twitter, Blogger, Pinterest, Stumbleupon, Reddit etc., or via email.

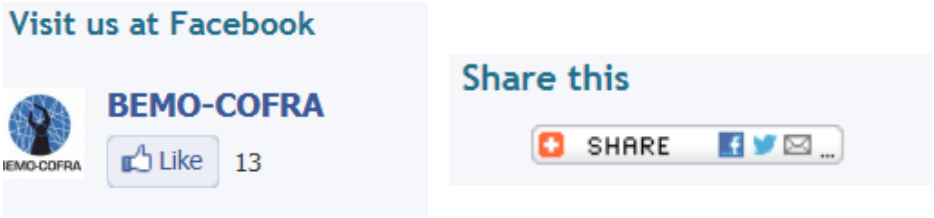

Figure 6: The website's link to "like" on Facebook and the "Share" button.

The project website is accessible at the URL: www.bemo-cofra.eu

5.2.2 Press and marketing

A press release template has been made and is available on the BSCW in the folder General project documents / Templates.[2]

During the kick-off meeting, the project co-ordinator and other project partners were interviewed for an article in a Brazilian newspaper, Jornal do Commercio, which the biggest newspaper in the state of Pernambuco. A link to the article can be found on the project website (http://www.bemo-cofra.eu/viewpage.php?page_id=11).

A brochure was produced in both English and Portuguese which partners may distribute as they see fit. The brochure presents the project consortium and gives a good overview of the project's visions, aims and expected results. The brochure can be printed on A4 and folded in the middle (one page printed on both sides).

Figure 6: Project brochure

[2] See appendix A

5.2.3 Scientific papers

One scientific paper has been produced and will be submitted to the Communications Surveys and Tutorials. This paper is entitled: A Survey on Multi-Radio Multi-Channel Multi-Hop Wireless Networks written by Djamel Sadok (UFPE), Judith Kelner (UFPE) and Claudio Pastrone (ISMB).

VTT and ISMB are currently planning to produce a paper on the topic of WSAN network management protocol and FIT is planning to submit a paper (in cooperation with other partners) to the IEA/AIE conference in 2013.[3]

5.2.4 Conferences and other events

Participation in external conferences, tradeshows and other events with the purpose of disseminating the new knowledge and results gained in the project will naturally accumulate as the project progresses. In the first year of the project, the extent to which this channel can be exploitation for dissemination purposes is limited, particularly with regards to presentation of new knowledge that can be submitted to scientific conferences, tradeshows and other events.

Participation in events has therefore focused on disseminating general knowledge about the BEMO-COFRA project's aims and visions.

Partner dissemination activities M01-M12

Name of event	Date	Place	Type of dissemination activity and audience	Partner(s) involved
Workshop on Brazil-EU cooperation in ICT Research and Development	7 November 2011	Brasilia, Brazil	Workshop presenting the 5 Brazil-EU projects followed by discussion of topic for the 2nd Brazil-EU coordinated call. European and Brazilian ICT experts.	Markus Taumberger (VTT), Djamel Sadok (UPFE), Trine F. Sørensen (IN-JET)
FIRE Thematic pre-FIA Workshop 4 - Brazil-EU cooperation in ICT Research and Development	9 May 2012	Aalborg, Denmark	Workshop presentation of BEMO-COFRA activities. 30-60 (IPTV broadcast).	Claudio Pastrone (ISMB)

5.2.5 Newsletter

It was decided to produce only one newsletter at the end the first year because significant new knowledge and project results would not be available before. Also, we intend for the newsletter to contain more substantial new information and news stories and thus to avoid it becoming a simple reproduction of the information on the website and/or the brochure. The first newsletter is currently under production and will be released shortly.

[3] http://iea-aie2013.few.vu.nl/index.html

5.2.6 Training and workshops

The project has organised two training workshops. The first training was directed towards consortium members that offer inside training in use of technology and software tools e.g. in the LinkSmart middleware developed in the Hydra project and on specific WSAN is needed to speed up the common understanding in the project and to provide hands-on experience with the software components and tools. The second training will be a follow-up training that will focus as well on the development of a new shop-floor ontology needed within the BEMO-COFRA project.

These workshops has provided an overview and description of LinkSmart as well as different useful tutorials which will allow BEMO-COFRA's software developers to use, configure and implement the LinkSmart middleware to fit with the objectives of BEMO-COFRA.

A copy of all material used in these trainings are available on the BSCW in the folder: *WP8 - Dissemination and Exploitation / Deliverables / D8.4 Training Package.*

6. Planned activities for M13-M30

This section describes the planned implementation of the dissemination strategy and the activities planned by BEMO-COFRA partners in the period M13 – M30 (September 2012 through February 2014).

6.1.1 Project website

The website will be continuously updated and enriched with deliverables, news items, future events etc.

6.1.2 Press and marketing

At least four press releases will be released during the second period of the project. The press releases will be planned in accordance with the achievement of significant project progress and results. One press release will focus on the final workshop (at the end of the project) which will demonstrate the project's results and the developed prototypes.

6.1.3 Newsletter

Three newsletters will be produced and released in M18, M24 and M30.

6.1.4 Publications

As the project progresses and new knowledge is generated, more articles will be produced and submitted to relevant conferences and journals. The overall aim is to produce 13 articles during this period.

6.1.5 Conferences and other events

The following conferences and tradeshows table below lists a number of relevant events for partners to participate in:

Event	Target group	Specifics	Involved partners
IEEE INDIN Industrial Informatics conference	Academic	Conference	COMAU, FIT
Automatica	Industrial	Industrial tradeshow	COMAU
SPS-IPC-Drivers	Industrial	Industrial tradeshow	COMAU, C-NET
Hannover Fair	Industrial	Industrial tradeshow	COMAU, FIT
CeBIT	Electronics and ICT	Industrial tradeshow	COMAU, FIT
Seminário de Automação e TI Industrial	Industrial	Conference	Ivision
Symposium On Applied Computing	Academic	Conference	UFAM, UFPE, ISMB
The 26th International	Academic	Conference	FIT

Conference on Industrial Engineering & Other Applications of Applied Intelligence (IEA/AIE)			
The 28th ACM Symposium on Applied Computing	Academic	Conference	FIT

A complete list can be obtained in Confluence (WIKI system) in the link related to WP8. All project partners will add relevant conferences, workshops and other events in WIKI as well as intended participation and submission/acceptance of papers.

6.1.6 Demonstration

The project plans to host a final workshop at the end of the project which will include demonstrations of the Test Site created at COMAU. The workshop will include all projects within the EU-Brazil cooperation and will target the Brazilian public and business community, industrial manufacturing companies, system integrators, etc. in accordance with the work described in WP7. European business will be able to follow events via video conferences.

References

(IEEE 802.15.1, 2002) "Wireless Medium Access Control (MAC) and Physical Layer (PHY) Specifications for Wireless Personal Area Networks (WPANs)".

(IEEE 802.11g, 2003) IEEE 802.11g-2003, "Wireless LAN Medium Access Control (MAC) and Physical Layer (PHY) specifications, Further Higher Data Rate Extension in the 2.4 GHz Band".

(IEEE 802.11n, 2009) IEEE 802.11n-2009, "Wireless LAN Medium Access Control (MAC) and Physical Layer (PHY) specifications, Enhancements for Higher Throughput"

(IEEE 802.15.4, 2006), "Wireless Medium Access Control (MAC) and Physical Layer (PHY) Specifications for Low-Rate Wireless Personal Area Networks (WPANs)".

Appendix A: Press release template

BEMO-COFRA

Brazil-Europe Monitoring and Control Framework

Press release DD:MM:YY

The headline should be short and precise

The opening paragraph tells the most important elements of the story and encourages the reader to read on. Here you present the most significant aspects in four to ten lines and you answer the wh-questions: where, when, what, why, who.

A good press release has a clear message. It is short, precise and credible and should refer to facts and contacts. A good press release makes it easy for the press to follow up on and ideally you should keep your press release within one A4 page and maximum two pages.

The body text

The body text provides the details of what was presented in the opening paragraph and is divided into short paragraphs with short headings. Remember to stick to one message per paragraph.

Depending on who the press release is targeted at, it is a good thing to add quotes from important sources.

Usually the main text starts with the most important points and ends with factual and general information.

Last paragraph

The last paragraph should present a list of contacts and more information e.g. links to relevant websites.

It is also worth remembering that you are present and reachable after the press release is sent to make sure the journalists do not contact you in vain.

The press release can be released by one partner, if it is sensible and objective and pays due credit to the project and the other partners. A copy of such release should be circulated (or placed in a repository to be announced) as soon as the release has taken place.

Remember to include acknowledgement of funding

The BEMO-COFRA project is a 30-month EU-Brazil cooperative research project which started in 2011. The project is partly funded by the European Commission under the 7th Framework Programme in the area of EU-Brazil Research and Development cooperation under Grant Agreement no. 288133. The Brazilian funding is provided by CNPq - Conselho Nacional de Desenvolvimento Científico e Tecnológico.