



Strategies for Embedded Systems Research

EU Project FP7-ICT-215594
<http://www.cosine-ist.org>

Deliverable

D3.3.2 Dissemination Report and Plan

Version 2
UTIA, eutema, all partners
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Public

Introduction

Task 3.3 Analysis of news and information exchange

Dissemination activities in COSINE concern the creation of an internet presence, information dissemination through brochures and events, and interfaces with other services (RTD policy maker, ES programme manager, EC services, and ES researchers from industry and academia).

In particular, the main goals of **Task 3.3**:

- Collection of information on embedded systems funding opportunities and its publishing on the portal.
- Collection of information on relevant actors for partnering or exchange of information, link exchange and others to improve the visibility of COSINE2.
- Providing the necessary interface with existing information brokerage services such as the IDEALIST network, the national contact points, IRC, EC Research and development information services.

This dissemination of information is grounded in the fact that all consortium members are also members of these networks or have good contacts with them.

Linkages to other sites are regularly updated and extended to ensure close co-operation with other projects, organisations, and the research community.

The aim of this report is to provide an overview of past dissemination activities and to develop a plan for further dissemination.

The Background

COSINE2 involves actors involved in national innovation (ministries and policy advisors) and research agencies who support their work. COSINE2 partners also maintain contacts at EU level, for example they frequently participate in ICTC meetings. Here, they have contacts with the ERA working groups of the ICTC and with representatives of EU member states and countries associated to the ICT Programme.

COSINE2 partners have known each other from activities such as the Ideal-ist network. The partners are often ICT committee members and ARTEMIS representatives in their countries. They have close contacts with supranational initiatives such as ITEA / EUREKA. They were involved in CISTRANA network as well as in FISTERA and ERANET activities

COSINE2 partners also closely cooperate with the Ideal-ist network. Ideal-ist has enabled partner search service for JTI ARTEMIS Calls since May 08. Ideal-ist also promotes workshops organized by COSINE2 project via web pages and mailing lists used by individual partners.

Coordinate and report on dissemination activities of all partners

The co-ordinator has been in charge of overlooking and co-ordinating dissemination activities of each partner. Regular updates and suggestions for dissemination activities have been discussed via regular e-mail exchange as well as in phone conferences with project partners.

Project partners have promoted the WIKI to stimulate the co-operation of national research funding agencies to directly target Embedded Systems researchers. The effective use of it needs to be found.

Most of project partners have been involved in dissemination activities on the national and international level. This deliverable includes a description of dissemination activities of COSINE2 partners in chronological order from December 2007 to April 2009. It also contains a plan of dissemination activities planned for 2009 and beyond.

Dissemination activities December 2007 - March 2009

Overview of Activities

In the first phase of the project the following dissemination channels were used:

- COSINE workshops
- Event visits
- Internet
- Printed material
- Personal contacts

In the beginning of the project, the COSINE2 *Internet presence* served as an entry point into the project. In the first phase of the project the focus was on information concerning the project, its objectives, partners and on documents and other information provided for download at the website.

Printed material was produced in the form of a project brochure that describes the project objectives, activities, and partners. It was distributed at events organised by the project partners and at other events.

For a strategic project such as COSINE, personal contacts are an important way of disseminating information. This concerns meetings with experts from other initiatives and projects (ARTEMISIA, Ideal-ist, ENIAC, EC staff) but also scientific experts in the field of Embedded Systems. Many such contacts were facilitated by events organised or attended in the frame of COSINE activities.

These *events* are an essential component of COSINE2 activities as they support the visibility of the project at the national and international levels, facilitate interaction with other organisations, projects, initiatives and help to establish COSINE as an important strategic activity. For example, the presentation of COSINE at the ARTEMIS Nice event in 2009 clarified the role that COSINE plays at the European level and also helped to improve the contacts with ARTEMISIA. In the following we provide an overview of events attended or organised by partners of COSINE2.

Finally, COSINE2 has organised several workshops, for example in the frame of its discussions on how to improve SME participation and technology take-up. COSINE invited ES experts and SME multiplier organisations to exchange views on best-practices and strategic needs in these domains.

List of Past Events

The following list of events provides an overview of activities by all project partners. Most of these events were organized in the context of initiatives at the European level such as ARTEMIS or FP7. They usually target audiences such as ES experts from universities, industry, or SMEs.

December 2007

- Promotion and dissemination of COSINE2 activities during the Workshop on Financial aspects of FP7 projects for the researchers from the Academy of Sciences and universities, 3.12.2007 Prague
Involved partner UTIA

January 2008

- EDA Lectures 2008 in Brno (CZ), 15.1.2008
invited lecture, promotion of COSINE2 project and its activities
Involved partner UTIA
- Artemisia event in Thales (Laila Gide), 24.1.2008
Involved partner eutema (Erich Prem and Martin Marek) and CEA
 - ARTEMIS SRA
 - ARTEMIS support through COSINE2
 - ARTEMIS 1st Call
 - ARTEMIS brokerage events
 - COSINE2 Wiki
 - SME support in ARTEMIS

February 2008

- Presentation of JTI, presentation of COSINE2 activities at Ministry of Universities and Research Rome, 12.02.2008
Involved partner MIUR
- Working Meeting on the Ministry of Education, Youth and Sports in Prague 1.2.2008 (discussions about the membership of the Czech rep. in ARTEMIS JTI, information about COSINE2 activities)
Involved partner UTIA
- ARTEMISIA brokerage event in Düsseldorf (DE), 15.2.2008
(dissemination of information about COSINE2 activities)
<https://www.artemis-association.org/brokerage-event-DLR>
Involved partner DLR
- Round table for The Frame for the Governmental Support of R&D in the Czech republic ("Rámeček spolupráce pro státní podporu výzkumu a vývoje a inovací v

podmínkách CR”) in Liblice 20.2.2008
(invited speech on JTIs, information about COSINE2 activities in the area of embedded systems)

http://www.avcr.cz/data/vav/vav-eu/aktuality/program_rs.pdf

Involved partner UTIA

May 2008

- The Israeli ICT industry event 1.5.2008
Involved partner ISERD
- Information day on ARTEMIS / ENIAC Joint Technology Initiatives in Sweden 6.05.2008
Involved partner VINNOVA
- Workshop of the Steering committee of North Rhine-Westphalia Düsseldorf (DE), 8.5.2008
(invited presentation on JTIs, information about COSINE2 activities)
<http://www.frp.nrw.de/frp2/de/nrw/lkg/>
Involved partner DLR
- Presentation of COSINE2 project and its activities in the German Federal Ministry of Education and Research in Bonn (DE), 9.5.2008
Involved partner DLR
- ARTEMIS / ENIAC JU Information Day to the 1st Calls for proposals in Prague (CZ), 16.5.2008
(workshop organization, presentation, information about COSINE2 goals)
<http://www.oko-ist.cz/index.php?ids=events&id=events08/JU-2008-05-16>
Involved partner UTIA

June 2008

- German federal meeting on EU research funding in Göttingen (DE), 18.6.2008
(invited presentation on JTIs, information about COSINE2 activities)
http://www.kowi.de/Portaldata/2/Resources/agenda/2008-06_Agenda_BUTA.pdf
Involved partner DLR
- 3rd Info-Day PSPEV (Pražská síť podpory elektronického vzdělávání) organized by Prague Network for eLearning Support in Prague (CZ) 23.6.2008
(invited lecture on JTIs, information about COSINE2 activities)
<http://www.hkp.cz/cz/news/252>
Involved partner UTIA
- French-German Symposium on Embedded Systems in Paris (FR) 26.6.2008
(invited presentation on Embedded Systems, information about COSINE2)

activities)

Involved partner DLR

- The ISERD Inter-departments Information Day in Tel Aviv (IL) 29.06.2008
Involved partner ISERD

July 2008

- National ARTEMIS and ENIAC Information day, Rome 14.07.2008
(Presentation of the first calls of ARTEMIS and ENIAC, a brief presentation of COSINE2 project and its activities)
Involved partner MIUR

November 2008

- Round table meeting between Swedish industry and academia to discuss ICT R&D issues with innovative solutions of strategic value, 5.11.2008
Involved partner VINNOVA
- The EU FP7 ICT Information Day in Israel, 13.11.2008
Involved partner ISERD
- Artemis & ITEA Symposium in Rotterdam, 23.11.2008
Presentation and information about COSINE2 activities to ARTEMISIA Steering Board
Involved partners Nabil Elshiewy (VINNOVA), Jean-Luc Dormoy (CEA), Aldo Covello (MIUR)

January 2009

- ES Information Event, held in Stockholm, Sweden with invited high ranking speakers from ARTEMISIA, ITEA, EU and VINNOVA, 28.01.2009
Involved partner: VINNOVA

March 2009

- ARTEMIS & ENIAC Information workshop to the 2nd Call in Prague, 2.3.2009
Involved partner UTIA
<http://www.oko-ist.cz/index.php?ids=events&id=events09/JU-2009-03-02>
- COSINE2 workshop on “SME issues in ARTEMIS” during the “Embedded World 2009” Conference in Nürnberg 5.3.2009
Involved partners DLR, eutema, UTIA, other involved organisations: M. Weber (PAB ARTEMIS), M. Abbondanzieri (ZENIT)

- National ARTEMIS and ENIAC Information day, Rome 10.03.2009
(Presentation of the second calls of ARTEMIS and ENIAC, a brief presentation of COSINE2 project and its activities)
Involved partner MIUR

April 2009

- COSINE2 presentation at the ARTEMIS event in Nice. Erich Prem (eutema) presented the project and discussed issues such as EU level strategies for SMEs and training with experts from ARTEMISIA and the companies present.
- COSINE2 workshop on “SME issues in ARTEMIS” during the ARTEMIS spring event in Nice 24.4.2009 in Nice, presentation of COSINE2 in the ARTEMIS focus sessions, presentation of a best practice example for SME involvement in ARTEMIS
Involved partners: DLR, UTIA, eutema, VINOVA
Other involved organisations: aicas realtime (German SME)
- COSINE2 Expert Workshop during FET 2009 Conference in Prague 21.4.2009 (http://www.oko-ist.cz/index.php?ids=events&id=events09/CosineWS_Prague_09-04-21)
The workshop is described in a separate document. It served for discussions about strategies for Improving European Embedded System Education & Training and to develop a position paper concerning European ES RTD education and training.

Dissemination plan

Past activities in COSINE2 naturally focused on improving awareness about the project and interactions with expert audiences. The focus of the communication will now shift to dissemination of results.

Aim of the COSINE2 dissemination activities

COSINE2 communication in the second project period will focus on the following general and specific targets:

- General communication goal:
 - Establish COSINE2 as an initiative that has core competence in European Embedded Systems research policies and programmes
- Specific communication goals:
 - Policies:

- Provide an overview of ES research policies to promote development and realization of dedicated ES research policies
- Provide streamlined arguments concerning competitiveness and ES research to facilitate dedicated and aligned ES RTD policies in Europe
- Programmes: provide information about ES RTD programmes
 - At the national level in Europe: with the aim to motivate other countries and to stimulate improved co-operation between countries
 - At the international level: to motivate increased efforts and budgets for ES research strategies in Europe
- Education and training: to advertise the joint position paper of COSINE to clarify that further action in this field will be needed at both national and EU level in the future
- SMEs: provide an overview and analysis of programmes and policies that are used to support SMEs and to advertise best-practice examples of SME ES take-up to help agencies and policy makers in planning similar initiatives and to foster more action in this line

COSINE2 target groups

The consortium targets the following specific groups:

- Policy makers at the national and European level: will be informed about results of the COSINE2 discussions, the policy papers, recommendations
- Researchers in industry and academia in the field of Embedded Systems: will be provided with an overview of European and international developments in policies and programmes and other relevant project results
- Intermediaries targeting SMEs and SMEs: will receive support from COSINE with identified best-practice cases and SME support measure overview presented at the web site and in direct mailings to agencies, intermediaries, industry associations etc.
- A Broad Public: will be informed about COSINE in general, mostly based on the web page and the general project folder, but also through press release

Focus

In the Salzburg meeting of the project participants, it was decided to focus on COSINE2's unique feature of being *Europe's main Embedded Systems RTD policy* project. In practice this means, for example, that the COSINE2 web page should

provide information about Embedded Systems Research programmes and policies in Europe and potentially also in other countries.

The site should serve as a portal linking to information on ES RTD policies, news and events – but it will be important to maintain a clear focus on the programme and policy aspect that is currently not well addressed by other sources.

Other information sources available today

There are many sources today for information on Embedded Systems and Embedded Systems Research. Most information sources are industry oriented and commercial or academic and research-oriented.

Web sites

Among the industry oriented Embedded Systems portals, many of which are dominated by US sites, a prominent one is www.embedded.com. The site focuses on embedded systems development, development tools, design issues etc. It includes blogs, news, a newsletter, event announcements, product information, source code download and also an e-learning repository. Interestingly, the site makes only little explicit reference to ES RTD and policy developments do not feature prominently at this US dominated portal. Other such sites are:

- embeddedrelated.com: Portal for Embedded Systems Engineers, with discussion groups and forums, web access to Comp.Arch.Embedded, a database of embedded systems books, ...
- microcontroller.com: Resources for the embedded systems developer including microcontrollers, DSP hardware and software, database, online tutorials, suppliers, and designs.
- linuxdevices.com: an embedded LINUX portal
- Eetimes.com: web site connected to the EE times journal which also includes research aspects
- embedded-europe.com: is a general industry-oriented ES site with European focus that even includes regional editions for Germany, France, UK, Scandinavia, Israel, Eastern Europe and Russia.

Although several such portals exist, only few present dedicated information about research activities (programmes or projects). Information about policies in the field of ES is mostly the focus of dedicated sites such as national agencies, the NSF in the US or the European Commission and the JTI and related initiatives. ES research projects are of course presented at the web sites of individual research institutes but there is not much information transgressing institute or research organisation boundaries.

Conferences

A large number of events in the US and in Europe deal with Embedded Systems research either at a general level or with narrow research topics. The events range from large industry-type fairs to small scientific workshops on particular topics.

In addition, there are in Europe the ARTEMIS- and ENIAC-related events, symposia organised by the European Commission and also member states which include RTD policy issues in their agendas.

Despite of the large number of events related to specific topics there appears to be no dedicated event, workshop, or conference exclusively dedicated to the discussion of Embedded Systems Research policies.

Project results

The following table provides an overview of key project results that require dedicated efforts for dissemination.

Result	Main source	Expected*
National RTD programmes (overview, analysis)	D1.1.1	Jul 09
International RTD programmes (overview, analysis)	D1.1.2	Aug 09
Education and training position paper	D1.4.2	Jul 09
ES RTD policy overview, trends	D1.3.2a (conference)	Mar 10 (Nov 09)
Competitiveness policy arguments for EU ES RTD	D1.2.3	May 10
SME actions overview, analysis, recommendation	D2.2.2b	Jan 10
ES take-up best-practice examples	D4.2.1a	Oct 09
ES RTD collaboration brochure	D4.3.2	Jan 10

* end of month

Apart from these key outcomes of the project, there are also event announcements, general partner and project information, intermediate results etc. that require dissemination efforts of a more general kind.

Instruments

The following dissemination instruments and actions are currently foreseen in COSINE2:

- web site
- participation in events
- organisation of an int. ES RTD policy conference
- organisation of workshops
- preparation of promotion/information material
- promotion tour
- brochure
- CORDIS press release

Dissemination Actions and Time Plan

Channel / Instrument	Topic	Target Groups	Content / Comments	Realisation / Timing	Partners (Lead)
Brochure	COSINE project	General audience, all groups	First version available, update with more results and value propositions (e.g. advantages of the new web site).	Update during summer 09, ready Oct 09	<i>eutema</i>
Brochure	Success stories of ES take-up	Policy makers, multiplier organisations, agencies	Mailing to ICT policy makers and Research policy makers in Europe, ministries, ISTC members, agencies.	Input from DLR, realisation support from eutema, ready for distribution before Dec 09; distribution by all COSINE2 partners	<i>DLR, eutema</i>
Brochure	Final results, all key results in brief and pointers to further information	EC, general audience, policy makers, agencies, ministries, press	High-quality brochure for wide distribution, mailing through EC and partners and multipliers.	April 2010	<i>Eutema</i>
Discussions (*)	Strategies, topics	Researchers, EC	Information about project content, strategies	According to project plan	c.f. project plan
Conference on „International ES RTD	Policies for ES research in the EU and world-	EC, policy makers, agencies, ministries, industry, academia,	Stand-alone event or combination with larger conference. Aim: information and discussion	Event either in November 09 (preferred) or March 10; invitation of international speakers from (EC, US, AUS and	<i>BMVIT</i> with support from eutema

Policies"	wide	researchers, press	about ES policy trends	other countries with ES initiatives)	
Promotion tour	SME topics and opening of national programmes	Policy makers and intermediaries, agencies	COSINE2 members present project results to key persons in agencies, ministries and other relevant bodies	Realisation in the period 11/09 – 03/10 in dedicated meetings performed in small groups from partners	<i>DLR</i> with support from all partners
Web site	Project information, key results, intermediate results, events, and portal to other sites	General audience, industry, researchers, agencies, multipliers	Change to CMS (TYPO3) with a user-driven perspective (what's in it for me?), linking with partner sites, agencies, ministries, embassies, etc. Monitoring of access statistics to improve accessibility and user-friendliness.	See separate planning document; realization before 10/10	<i>eutema</i>
Event participation (info days, ES events etc.)	General project information	ICT researchers (industry and academic), policy people	Info about project, aims, potential directions from COSINE partners; information given in project presentations, reference to COSINE etc. Standard COSINE project presentation available	Until end of project with emphasis on events in the proximity of the project partners, ARTEMIS and other EU level events	<i>All partners</i>
Panels and	ES policy and programme	Industry public policy experts,	Required for collection of information on programme	Interviews with programme managers in the time from late	<i>eutema</i> with support from

interviews	trends	representatives from associations, industry	and policy trends but also useful for dissemination of project results and stimulating awareness	summer 09 - spring 10.	DLR, ISERD, TEKES, VINNOVA, CEA
Press release	Announcement of COSINE results	Press, general audience	Press release in EN, DE for CORDIS and national media; inform about availability of information on web site	Announcement in time for conference participation, i.e. either in Oct 09 or Feb 10. Focus in press release on new COSINE web site with ES programmes.	<i>eutema</i>
News	Announcement of key project results, in particular programme information (D1.1.1-2)	RTD managers, policy people, ICT researchers	Inform about availability of information on web site; realization through partner newsletters	preparation of short news announcements concerning programmes, ES take-up, SME actions, conference, etc. and dissemination starting 10/10 until the end of the project.	<i>All partners, preparation of 3-5 articles by eutema;</i>
Linkage	News announcement and linkage	ES community	Information about news updates, press release etc.	Linking with other project, in particular Ideal-Ist	<i>UTIA with support from other partners</i>
Research papers in innovation policy conferences, journals	COSINE results	Innovation research community	Papers about COSINE results such as programme characteristics, strategic RTD challenges etc.	Articles can focus on EU programme comparison, take-up cases, or SME support action analysis. Task is optional only.	tbd.

Event visits	General project information	Researchers from academia and industry; also policy events at national and EC level	Visits to events in the vicinity of the project partners, distribution of folders, talking to experts about aims, strategies and results	Creation of event list (will also be used for new web site); checking of presence of project partners.	<i>All partners, coordination by UTIA and eutema</i>
Direct info	COSINE aims	Key stake holders	Information about the project in personal contact or letter	Contacts before int. policy conference and the promotion tour	All partners

Implementation

The above plan will form the basis of the dissemination activities for the second half of the project (July 09 – end of project). It will be monitored by eutema and updated as new actions and/or changes are agreed by all partners.

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The COSINE partners are:

- eutema Technology Management GmbH (Co-ordinator, AT)
- Finnish Funding Agency for Technology and Innovation (FI)
- Deutsches Zentrum für Luft- und Raumfahrt (DE)
- The Israel Directorate for EU FP7 (IL)
- Institute of Information Theory and Automation, Academy of Sciences (CZ)
- Swedish Governmental Agency for Innovation Systems (SE)
- Bundesministerium für Verkehr, Innovation und Technologie (AT)
- Nemzeti Kutatási és Technológiai Hivatal (HU)
- Flanders Institute for the Promotion of Innovation (BE)
- Ministry of Universities and Research (IT)
- Atomic Energy Commissariat (FR)