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Dissemination Plan V1

D102.010

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1 Introduction

1.1 Role of deliverable

The aim of this deliverable is to show the dissemination plan from a coordinator point of view. It describes the CRYSTAL “corporate identity” as well as the strategic cooperation envisaged on dissemination level. Some first dissemination material generated by the project can be found in the annex.

1.2 Relationship to other CRYSTAL Documents

This Dissemination Plan V1 is linked to the following deliverables:

- D102.030 Report and Planning of Dissemination Activities V1
- D102.080 Report and Planning of Dissemination Activities V2
- D102.100 Report on Dissemination Activities V3

2 Two Levels of Dissemination

The CRYSTAL dissemination activities are understood as dissemination activities performed on two levels. It has been defined as “coordinator-driven” and “partner-driven” dissemination.

2.1 Coordinator-driven Dissemination

The coordinator-driven dissemination has the aim to present the entire project, its objectives and results. As such, it is not representing the one or the other domain. These dissemination activities are strategically planned around important milestones in the project. Examples for this are: the ARTEMIS-IA Co-summit representation or the conference on interoperability. Details on these two topics will follow in the later document. The present document is more oriented on this coordinator-driven dissemination and on the means to facilitate it.

2.2 Partner-driven Dissemination

The partner-driven dissemination is performed on partner initiative. As in every research project funded by the European Commission and / or national funding authorities, partners are highly encouraged to, within the given boundaries of the confidentiality rules set by the consortium agreement, communicate their project results. Partner-driven dissemination is usually performed by the following means of communication:

Publications (conference and journal)

Presentations at events the organization participates to

The content of these dissemination activities is usually cantered around the activities the partner performs. Curenly, there is a survey running in the CRYSTAL consortium to gather the plans for partner-driven dissemination activities. The current timing of month 9 and the first results being available in the consortium is ideal to gather this information. It will be presented in the deliverable D102.030 Report and Planning of Dissemination Activities V1.

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3 CRYSTAL Corporate Identity

When planning the dissemination for CRYSTAL, the experience from the dissemination of the preceding project CESAR has been taken into account. There, the dissemination was considered as successful. What has been a major advantage to achieve this positive assessment was the fact of having a strong corporate identity. It happened very rarely that e.g. partners did not use the CESAR power point template but their organization template when presenting CESAR. For CRYSTAL, the same approach has been chosen.

3.1 CRYSTAL Logo

The central element of the CRYSTAL corporate identity (CI) is of course the CRYSTAL logo as displayed in Figure 1.



Figure 1: CRYSTAL logo

The logo has been designed in a way to various different associations. The first and quite obvious is the one of a blue, shining crystal to highlight the fact that Horst Pflügl, project coordinator once stated: "Previous projects have generated precious raw diamonds – now we are in the phase of refinement, maturation and polishing to in the end have a shining crystal in hand!" This sentence also connects to a further fact namely the multiple sources and influences that are gathered in the CRYSTAL project. Just to name some of the projects whose results are taken to higher maturity:

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CESAR¹, MBAT², p/nSAFECER³, SAFE⁴, TIMMO-2-USE⁵, OPENCROSS⁶... Imagining that each arrow represents one of these projects shows nicely the manifold influence and challenging approach of CRYSTAL. All further dissemination material to be developed will use this corporate identity to ensure proper identification of the project in the communication of project objectives and results.

3.2 CRYSTAL Power Point Template

For the CRYSTAL Power Point Template, of course the CRYSTAL Logo has been used. But not only; here for the first time, has a further graphical element appeared that is repeated over various dissemination materials.

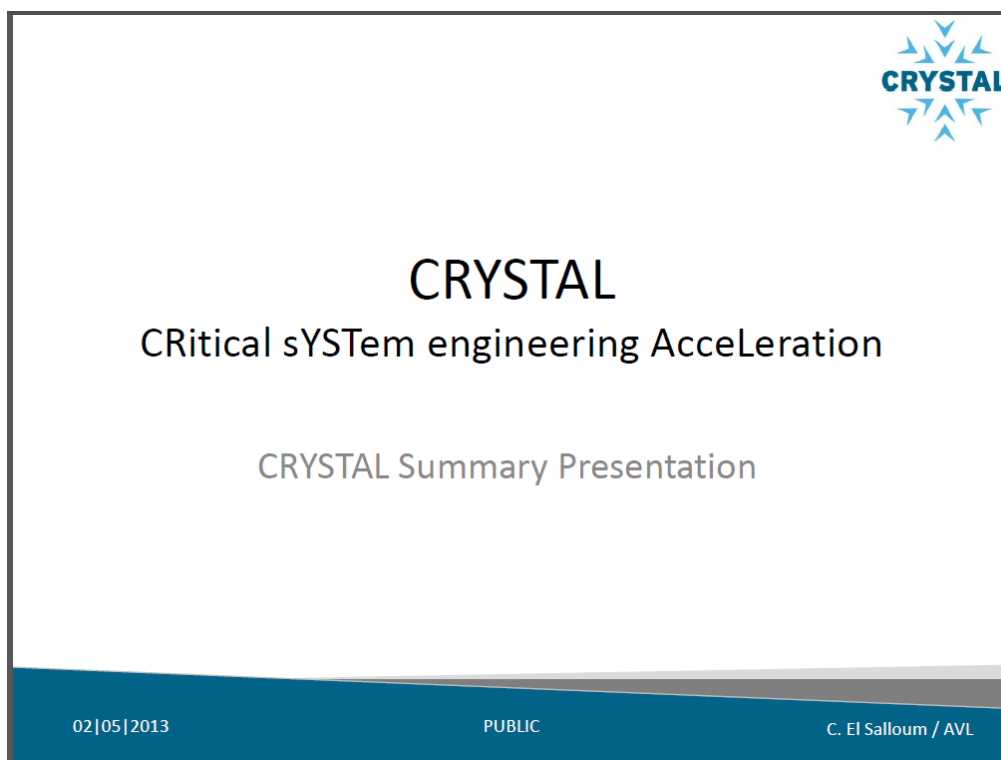


Figure 2: CRYSTAL Power Point Template - Title Page Example

¹ www.cesarproject.eu

² <http://www.mbat-artemis.eu/home/>

³ <http://www.safecer.eu/>

⁴ <http://www.safe-project.eu/>

⁵ <http://www.timmo-2-use.org/>

⁶ <http://www.opencross-project.eu/>

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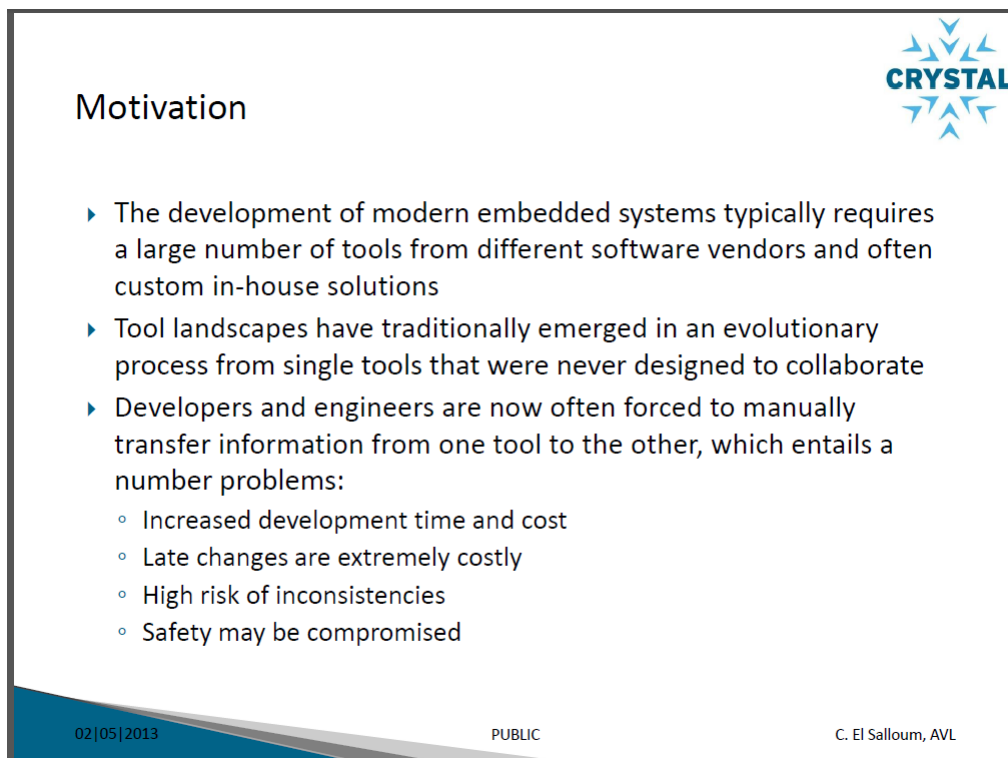


Figure 3: CRYSTAL Power Point Template - Content Page Example

3.3 CRYSTAL Poster Template

The CRYSTAL Poster template has been designed using the same approach as the power point template. Figure 4 shows the CRYSTAL poster template on the example of the poster “Technology Brick Groups” that has been presented at the ARTEMIS & ITEA Co-Summit.

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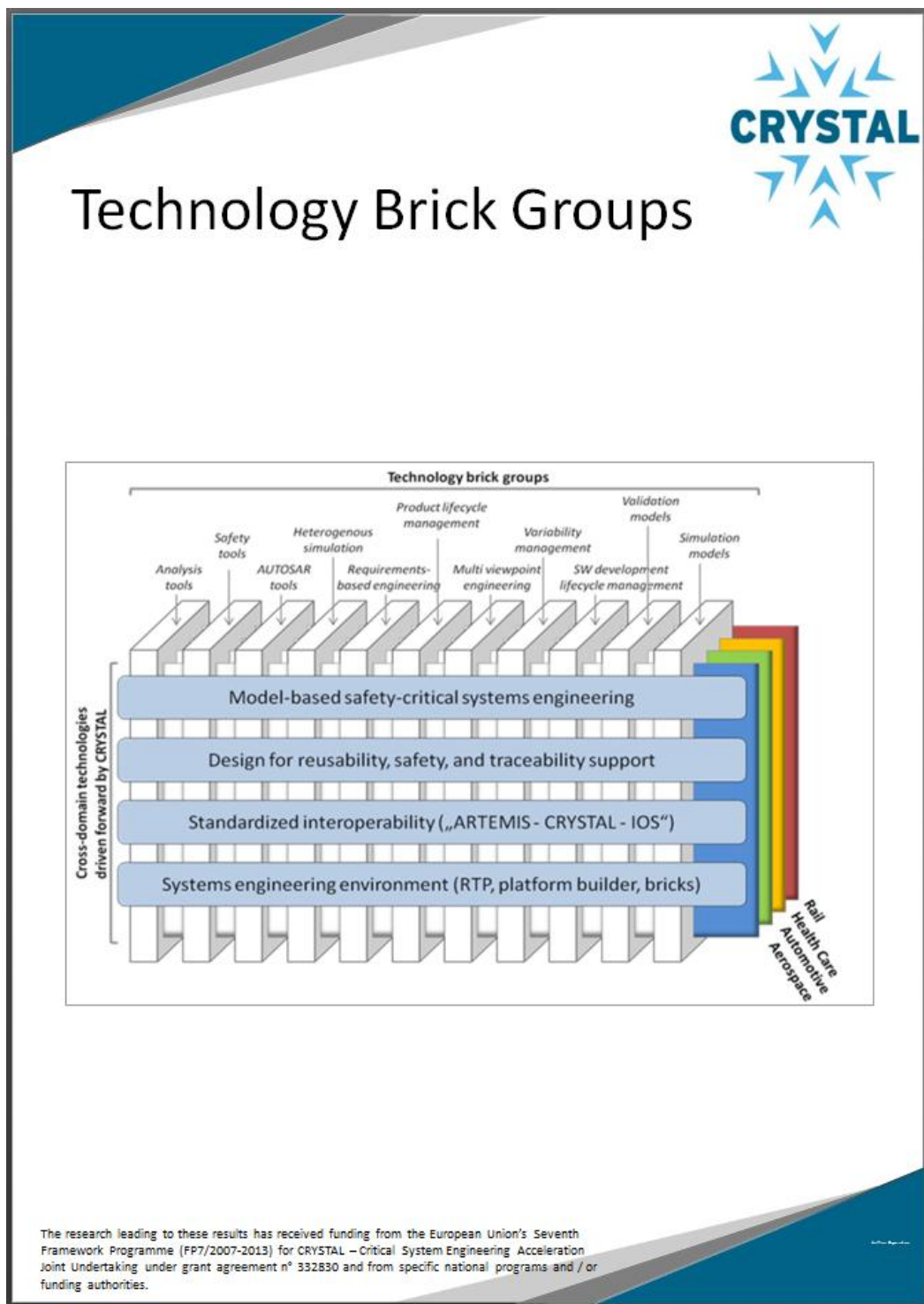


Figure 4: CRYSTAL Poster Template – Example

4 Website

As it has been the case in CESAR, also for CRYSTAL, the website will be a central communication element. The website is accessible via www.crystal-artemis.eu and features many aspects of the project and the continuous work performed.



Figure 5: CRYSTAL homepage

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Experience from CESAR has shown that when using the website as communication mean to provide updates on recent events etc., the content presented is quite text-oriented. Therefore, the design of the website has been kept in a clear and simple structure using the CRYSTAL logo as central element. Towards the end of the first project year, the website will be strongly updated to show the results achieved in M9.

5 Dissemination Channels

The CRYSTAL project uses several dissemination channels to communicate the project results. Some already established are described in this chapter.

5.1 LinkedIn Group

Already at the beginning of the project, a LinkedIn Group has been established. In order to make this fact known to the project partners and outside the project, a direct link to the group has been integrated in the e-mail signature of the coordinating team and a link has been put on the website.

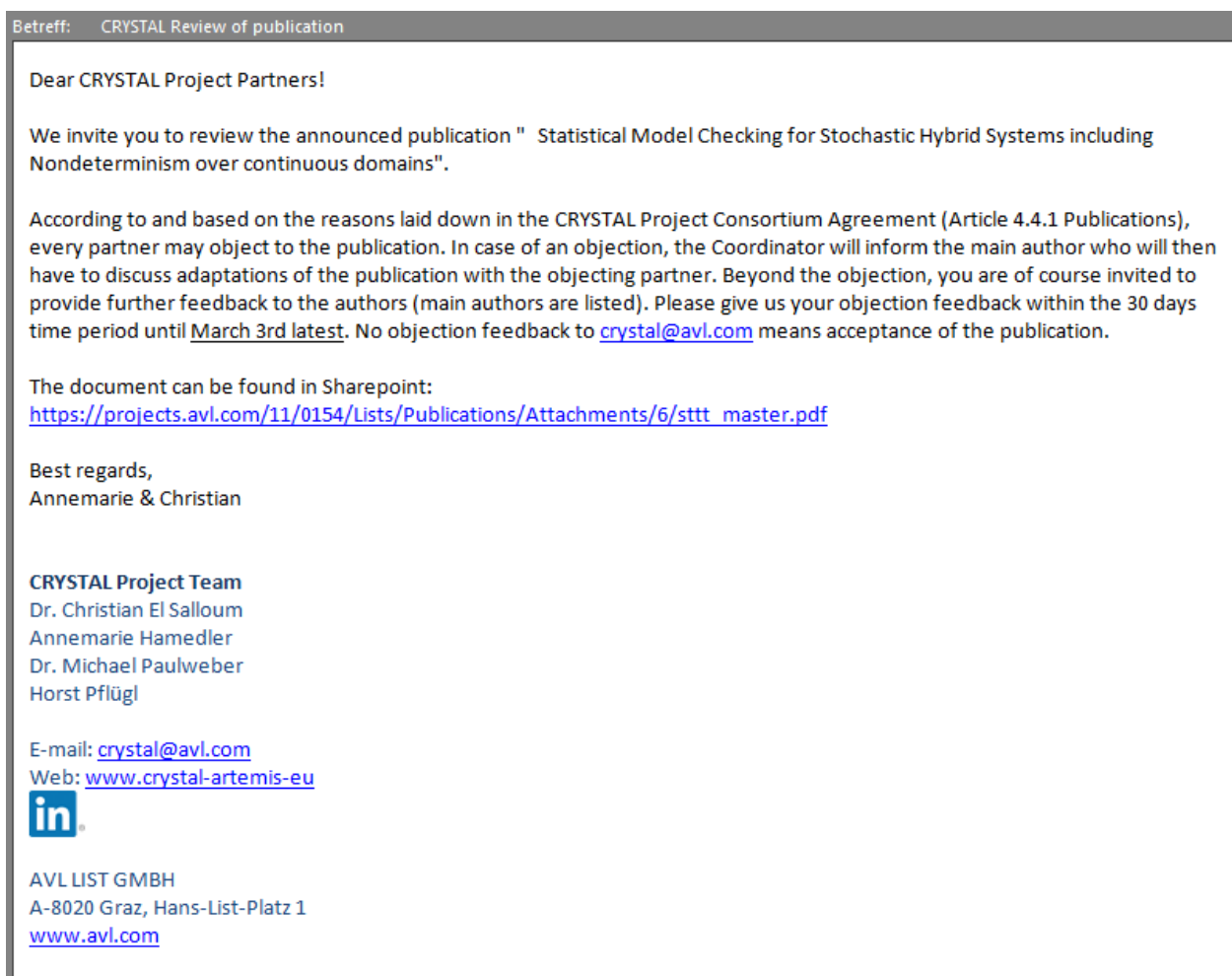


Figure 6: LinkedIn Link - Example

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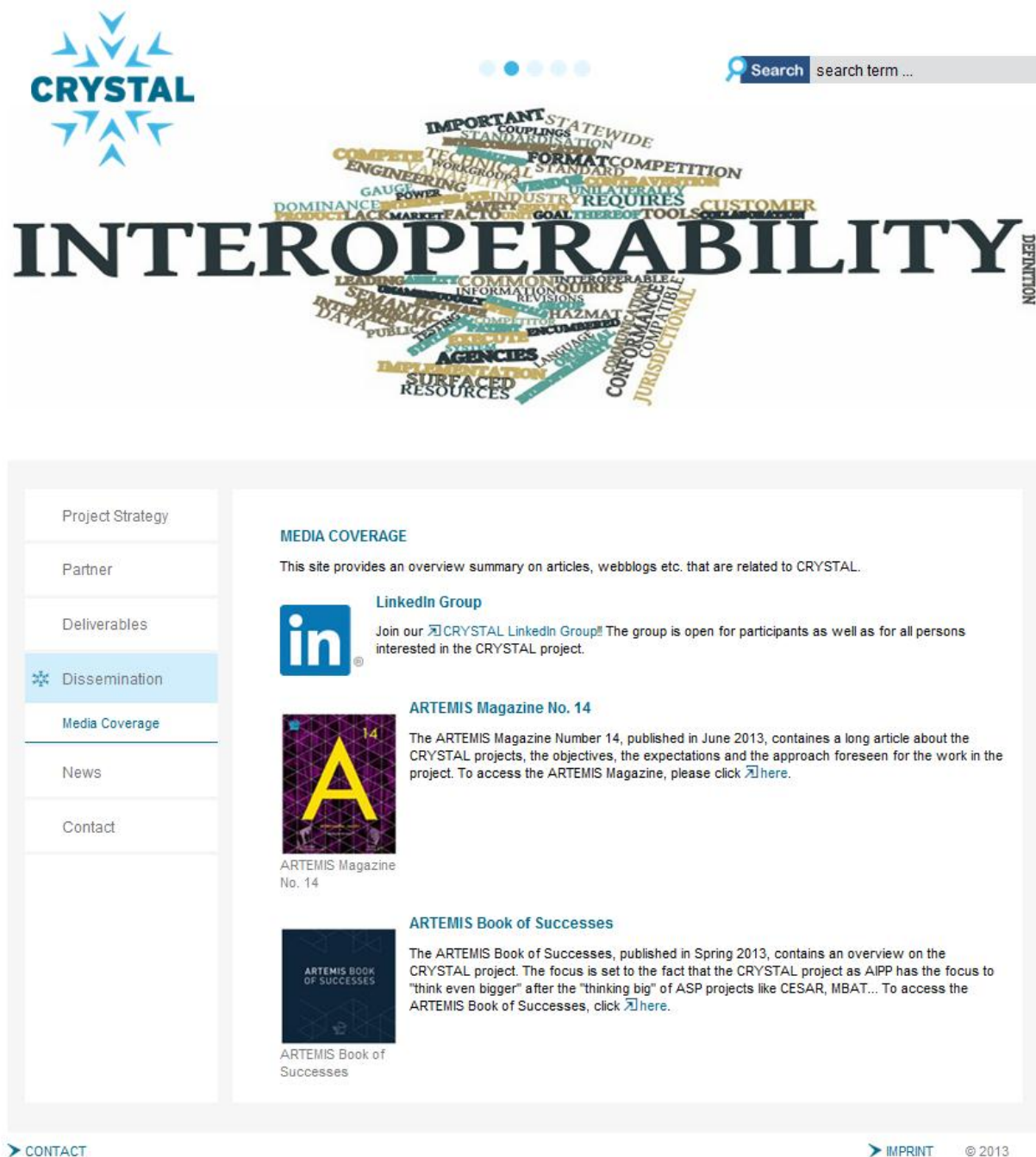


Figure 7: LinkedIn Link - Website

It is of course of outmost importance that such channels like the LinkedIn Group are used in a way to not infringe the confidentiality regulations set in the consortium agreement. Already in the description of the group it is stated the content provided needs to be free for public distribution. To have an additional safety mechanism, all new entries need to be approved by the group moderator.

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The group has already been used to announce events such as the ARTEMIS & ITEA Co-Summit and the 2nd Conference on Interoperability. So far, active participation from other participants did not take place but we are looking forward to some discussions once we can communicate first public results after M9.

5.2 Newsletter

There will be regular newsletters to show the progress of the project respectively allow to highlight specific strategic topics to a broader audience. The newsletter will be designed using the CRYSTAL CI and will be communicated via different channels:

1. Inside the project: with the large partner size and participating persons, already via this distribution channels many persons are involved
2. To related projects: the newsletter will be provided to the coordinators of related projects (ARTEMIS, ITEA, ...) encouraging them to forward it to their project consortia
3. ARTEMIS-IA: ARTEMIS-IA is asked to communicate the newsletter by putting it on their website respectively distribute it via their distribution list
4. CRYSTAL Website: all CRYSTAL Newsletters will be available for download on the CRYSTAL website.

5.3 Deliverables

Besides the dissemination channels already presented in this chapter, a highlight are the deliverables. Out of 302 deliverables, there are 54 deliverables of status either “public” or “accessible to related projects”. Compared to other projects, this is a high rate that proves CRYSTAL’s willingness to share project results. Public deliverables are accessible of the homepage, the deliverables of status “accessible to related projects” will be available either via a process similar to CESAR (see also <http://www.cesarproject.eu/index.php?id=47>) and/or via the ARTEMIS Repository V0.2 (depending on the status of progress thereof).

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6 Cooperation

It has already been stated in the introducing chapters to this deliverable: cooperation is a central element for CRYSTAL. This is also the credo of the dissemination activities. The already existing good relationships with e.g. SafeTRANS and ARTEMIS-IA are kept to push the dissemination activities beyond the CESAR participants.

6.1 SafeTRANS

The cooperation with SafeTRANS has already worked quite well for the CESAR project. Also for CRYSTAL, it has already been decided that there will be a first feature on the project in the SafeTRANS newsletter. This is planned to take place in May 2014.

6.2 ARTEMIS-IA

The CRYSTAL dissemination leader is in direct contact to ARTEMIS-IA to discuss together with ARTEMIS-IA dissemination opportunities for CRYSTAL. The ARTEMIS-IA planning of dissemination activities is available to the CRYSTAL coordinator so as to plan what content may be introduced at a specific point of time. An example of such an activity has been the article on CRYSTAL in the ARTEMIS Magazine No. 14 http://www.artemis-ia.eu/publication/download/publication/877/file/ARTEMISIA_Magazine_14.pdf or the press interview at the ARTEMIS Spring Event (<http://vimeo.com/61879091>) to which CRYSTAL participated.

6.3 WG ARTEMIS Repository

In chapter 5.3, the fact of a high number of deliverables available to either the public respectively related projects has been discussed. CRYSTAL decided to follow the idea of the “CESAR process 4 exchange” and of course contribute to the WG Repository. To the current state of the repository, the public deliverables will be provided. In case the repository’s evolution goes as planned by incorporating the “CESAR process 4 exchange”, the other deliverables of status “PP” can be included in the repository, too.

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7 Participation to Events

Participating to events is of course an essential element in the CRYSTAL dissemination activities.

7.1 ARTEMIS-IA Events

Of course, CRYSTAL participates to all events initiated by ARTEMIS-IA. Already before project start, CRYSTAL participated to the ARTEMIS Spring Event by contribution with a poster, a presentation and a press interview. A real success has been the participation to the ARTEMIS & ITEA Co-Summit. Besides the booth with a perfect presentation of the aerospace public use case, there has been a presentation in the speakers corner. The event requested a significant amount of preparation by the project team and was crowned by the reception of the ARTEMIS Exhibition Award.



Figure 8: CRYSTAL Team with the Exhibition Award

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7.2 Conference on Interoperability

Interoperability is THE central topic in the CRYSTAL project. Therefore, it is of course a central topic for dissemination, too. This has been the reason that CRYSTAL stepped into an activity initiated by CESAR: the Interoperability conference.

In spring 2012, the CESAR project, together with iFEST, SAFECER and MBAT initiated the first conference on interoperability along with the ARTEMIS Spring Event. It was a great initial success with many project contributions. In summer 2013, a group of interested persons that contributed to the various projects gathered together in the common understanding to keep up this initiative. With strong CRYSTAL contribution (dissemination leader and IOS SP leader in the steering committee, technical project manager and technical experts in the conference committee and technical presentations during the event), the 2nd conference on interoperability⁷ took place on December 3rd 2013.

Now with the 2nd conference being a true success, activities to launch a further edition of the conference in 2014 have already started. Again, the CRYSTAL project is heavily involved in the preparation and shaping of this activity.

⁷ <http://www.ices.kth.se/events.aspx?pid=3&evtKeyId=ddc69da50a444a56b8eb6cafb692ca2b>,

31.01.2014

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8 Future Outlook

In this first phase of the project, we laid the basis for a good dissemination work by establishing first dissemination material and ensuring the communication channels. With the first results being available in M9, we are confident that we can perform a good dissemination work for this project. Being an AIPP, this will be of great importance. The coming deliverable D102.030 Report and Planning of Dissemination Activities V1 will include a report of the dissemination activities that have already been performed in the first year and will detailed the planned activities for year 2. This will, besides the coordinator-driven activities include the partner-specific dissemination plans.

9 Terms, Abbreviations and Definitions

CRYSTAL	CR itical SYST em Engineering AcceL eration
R	Report
P	Prototype
D	Demonstrator
O	Other
PU	Public
PP	Restricted to other program participants (including the JU).
RE	Restricted to a group specified by the consortium (including the JU).
CO	Confidential, only for members of the consortium (including the JU).
WP	Work Package
SP	Subproject
CI	Corporate Identity

Table 9-1: Terms, Abbreviations and Definitions