



eMobility Specific Support Action
FP6-2004-IST-4
Contract No.: 026924

eMobility

Deliverable 5.1

Dissemination Plan 2006

Editor:	Dr. Fiona Williams / Malin Emmerich (EDD)
Deliverable nature:	Report (R)
Dissemination level: (Confidentiality)	Public (PU)
Contractual delivery date:	Month 8
Actual delivery date:	Month 8. / actual calendar date
Suggested readers:	
Version:	V02
Total number of pages:	15
Keywords:	Dissemination, exploitation

Abstract

This deliverable D5.1 from the eMobility SSA describes the dissemination and exploitation of results planned for the year 2006. Among other activities, the conferences, meetings and workshops where eMobility is represented are listed with a web-link-reference.

Disclaimer

This document contains material, which is the copyright of certain EMOBILITY SSA consortium parties, and may not be reproduced or copied without permission.

In case of Public (PU):

All EMOBILITY SSA consortium parties have agreed to full publication of this document.

In case of Restricted to Programme (PP):

All EMOBILITY SSA consortium parties have agreed to make this document available on request to other framework programme participants.

In case of Restricted to Group (RE):

All EMOBILITY SSA consortium parties have agreed to full publication of this document. However this document is written for being used by <organisation / other project / company etc.> as <a contribution to standardisation / material for consideration in product development etc.>.

In case of Consortium confidential (CO):

The information contained in this document is the proprietary confidential information of the EMOBILITY SSA consortium and may not be disclosed except in accordance with the consortium agreement.

The commercial use of any information contained in this document may require a license from the proprietor of that information.

Neither the EMOBILITY SSA consortium as a whole, nor a certain party of the EMOBILITY SSA consortium warrant that the information contained in this document is capable of use, or that use of the information is free from risk, and accept no liability for loss or damage suffered by any person using this information.

Impressum

Full project title: eMobility Specific Support Action

Short project title: eMobility-SSA

Number and title of work-package: WP5 – Project Management

Document title: Dissemination Plan 2006

Editor: Dr. Fiona Williams, Malin Emmerich

Work-package leader: Dr. Fiona Williams

Estimation of PM spent on the Deliverable: 0.2 pm

Copyright notice

© 2006 Participants in project EMOBILITY SSA

Optionally list of organisations jointly holding the Copyright on this document

Executive summary

The objective of the eMobility Specific Support Action is to provide secretarial, organisational and editorial support for the organisation of the Mobile and Wireless Communications Technology Platform, known as the eMobility Technology Platform, in the context of enlarging the membership of the Technology Platform and broadening the participation of stakeholders. The eMobility Technology Platform aim is to reinforce Europe's leadership in mobile and wireless communications and services and to master the future development of this technology, so that it best serves Europe's citizens and the European economy.

This deliverable D5.1 from the eMobility SSA describes the dissemination and exploitation of results planned for the year 2006. Among other activities, the conferences, meetings and workshops where eMobility is represented are listed with a web-link-reference.

List of authors

Participant No.	Company short name	Author
01	EDD	Dr. Fiona Williams
01	EDD	Malin Emmerich / Beate Titze

Table of Contents

Executive summary	3
List of authors.....	4
Table of Contents	5
List of Acronyms.....	7
1 Introduction.....	9
2 Websites	10
2.1 eMobility Technology Platform Website.....	10
2.2 eMobility SSA Website	10
3 Public Relations	11
3.1 Press-releases	11
3.2 Other related activities; MEP awareness rising activities	11
3.3 Flyers	12
4 Conference participation and workshops	13
5 SRA specific dissemination activities	15

List of Acronyms

AAA	Authentication Authorisation Accounting
API	Application Programming Interface
BAN	Body Area Network
BWA	Broadband Wireless Access
CMOS	Complementary Metal Oxide Semiconductor
DoS	Denial of Service
DRM	Digital Rights Management
DMB	Digital Multimedia Broadcasting
DVB-H	Digital Video Broadcasting-Handheld
EC	European Commission
GHz	Giga Hertz
ICT	Information and Communications Technologies
IMS	IP Multimedia Subsystem
IP	Internet Protocols
IPR	Intellectual Property Rights
IS	Information Society
IST	Information Society Technologies
IT	Information Technology
ITS	Intelligent Transportation System
MBits/s	Mega bits per second
MEMS	Micro-Electro-Mechanical Systems
MIMO	Multiple Input Multiple Output
NEMS	Nano-Electro-Mechanical Systems
NoC	Network on Chip
OS	Operating System
PAN	Personal Area Network
PC	Personal Computer
PDA	Personal Digital Assistant
PN	Personal Network
QoS	Quality of Service
RAN	Radio Access Network
R&D	Research and Development
RF	Radio Frequency
RFSIM	Radio Frequency Subscriber Identity Module
RTOS	Real-Time Operating System
SDR	Software-Defined Radio
SIM	Subscriber Identity Module
SLA	Service Level Agreement
SoC	System on Chip
SPIM	Spam over Instant Messaging
SPIT	Spam over Internet Telephony
SRA	Strategic Research Agenda
TCP	Transport Control Protocol
UI	User Interface
WAN	Wide Area Network
WLAN	Wireless Local Area Network
WSDL	Web Services Description Language
WSN	Wireless Sensor Network
XML	Extensible Markup Language

1 Introduction

The objective of the eMobility Specific Support Action is to provide secretarial, organisational and editorial support for the organisation of the Mobile and Wireless Communications Technology Platform, known as the eMobility Technology Platform, in the context of enlarging the membership of the Technology Platform and broadening the participation of stakeholders. The eMobility Technology Platform aim is to reinforce Europe's leadership in mobile and wireless communications and services and to master the future development of this technology, so that it best serves Europe's citizens and the European economy.

The deliverable 5.1 "Dissemination Plan 2006" compiles all the activities belonging to the disseminating of results for the eMobility Technology Platform and the eMobility SSA. This document is relevant for the calendar year 2006 and will be followed by deliverable 5.3 in May 2007, containing the "Dissemination Plan 2007".

The document is divided into chapters, each listing the activities taking place within the chapter-specific area of dissemination, e.g. conference presentations, press-releases etc, to simplify for the reader.

2 Websites

Websites play an important role in the dissemination and exploitation of results both in the eMobility SSA and Technology Platform. It is a time- and cost-efficient way of spreading the latest information to a large community. The eMobility is responsible for the updates and functioning of two websites on Internet, both which are described in the following subchapters.

2.1 eMobility Technology Platform Website

On the homepage on internet for the Mobile and Wireless Communications and Technology Platform, the reader always gets up-to-date information about the activities within the Platform. Apart from the objectives, members and contact information provided on the site, the latest news in terms of workshops, press-releases and the progress on the SRA-work is provided. For potential new members, the membership application form is also made available through this website.

During 2006, the information on the website will be updated regularly, so that the website always contains the correct and up-to-date information. Workshops and Conferences are advertised in advance of the event. After the event, it is, when appropriate, possible to view a report summarising the results of the event.

The website is accessible at: <http://www.emobility.eu.org>

2.2 eMobility SSA Website

The eMobility SSA has a website of its own, covering the activities of the SSA, of course visible linked both with text and weblinks to the eMobility Technology Platform website.

This website has both an open and a closed area. The open area contains an introduction to the eMobility SSA and its objectives. It also lists the project partners and the deliverables in the project. Open deliverables can be viewed and downloaded directly from the website. Contact information for the eMobility SSA project manager and web-master is available.

The closed and secure area of the eMobility SSA website on internet is for the partners in the SSA only. The partners have all received passwords for this area. Within the secured part of the website, the eMobility SSA-partners find a meeting schedule, a list of active mailing lists, contact information for the partners in the project and also a file-server for updating and editing the SRA-document. The entrance point for the report tool for the quarterly report is also linked to this area.

During 2006, the information on the website will be updated regularly, so that the website always contains the correct and up-to-date information for the project partners.

The website is accessible at: <http://www.ist-emobilityssa.org/>

3 Public Relations

Within the area of public relations, the eMobility SSA have distinguished between two main activities in the dissemination plan; press-releases and other press-related activities.

3.1 Press-releases

One part of the dissemination work in the eMobility Technology Platform and the SSA is to issue press-releases. It makes the eMobility Platform and its work visible in the ICT community in Europe and outside Europe. Press-releases together with other European Technology Platforms (ETP) gives weight to the message communicated at the same time that the cooperation and synergies between the ETPs are intensified.

During 2006, the eMobility Technology Platform (TP) issued 2 press-releases in the first half or the year together with other IST Technology Platform; both are available on the eMobility Technology Platform homepage on Internet:

- Press release issued 05/05/06: "ICT European Technology Platforms Contribute to Progress towards FP7"
- Press release issued on 21/03/06 on behalf of 6 IST platforms in conjunction with the EU meeting in Vienna on 22-23 March 06: "Six ICT European Technology Platforms participate in IST Directors Meeting in Vienna"

Press-releases are planned in conjunction with an event and / or an announcement of weight. Too many press-releases will lessen the interest in the announcement, which is why the eMobility TP has decided to only make a press-release when it is worth the while.

For 2006, no more press-releases than the 2 already made are foreseen. The eMobility Steering Board will continue to act upon opportunities where a press-release would be relevant during the year, but at the time of writing there is none planned. This need of press-releases are decided on case-by-case and initiated by the eMobility Steering Board or members of the Steering Board.

When issued, the eMobility press-releases are available on the eMobility Technology Platform website on Internet directly following the release.

3.2 Other related activities; MEP awareness rising activities

The eMobility Technology Platform was invited to participate in the national IST Directors Meeting in Vienna on March 22-23, 2006. The title and theme of the high level i2010 event was: "Investing in ICT Research and Innovation/Shaping Europe of Tomorrow - i 2010" and was organised by the Austrian EU Council Presidency in Vienna on 22-23 March 2006. The organisers felt that more active, direct communication within the group of national IST directors would be more beneficial and effective. Thus, they invited the IST Advisory Group (ISTAG) members and the chairs of the European Technology Platforms to allow for greater common understanding of the European ICT RTD of today. The outcome of the workshop will be a set of recommendations to policy makers involved in the ICT research scene.

As already mentioned in the chapter above, the eMobility Platform issued a press-release together with 5 other ETP in conjunction with this meeting in Vienna. In addition to the press-release, the eMobility Technology Platform felt that more actions were needed to make the

most out of the IST Director Meeting in Vienna and issued some more activities in preparation of this meeting.

To further strengthen the profile of the eMobility work and promote the platform, eMobility issued a one-page-advertisement in the The Parliament Magazine on 20 March 2006 as an awareness rising activity for the Members of the European Parliament (MEP). The title of the advertisement was: "A shared vision - eMobility stands for 2015+ in Mobile and Wireless Communications". The article is available on the eMobility TP homepage on internet.

The importance of keeping the MEPs aware of the visions and work of the European Technology Platform, is a feeling the eMobility share with the other ETP. Thus an information session for MEP about the work of the ICT Technology Platform was organised in the morning on May 3, 2006 at the European Parliament in Brussels.

During 2006, no further advertisement is planned. Would an opportunity occur, such as the ones just described above, the eMobility Steering Board will of course act upon it with the relevant measurements.

3.3 Flyers

The eMobility Technology Platform has produced two different flyers. One small flyer is giving a short overview of eMobility Platform and its main activities. There is also a larger leaflet produced in eMobility called "a call for action", which is addressing interested people and organisations to join the effort of the eMobility Technology Platform. Both flyers give an easy to take in information and a good picture of what eMobility stand for. On top on that, they also provide the up-to-date contact information on the eMobility Technology Platform and the eMobility SSA.

In 2006, both flyers are distributed at all events organised by eMobility. The flyers are also distributed at larger international conferences where eMobility is represented, given the opportunity. (See list of events in Chapter 4.)

4 Conference participation and workshops

The eMobility Technology Platform disseminate the results of its work through many activities, one of the more public and well functioning dissemination activities are done via participation in conferences and panel discussions / sessions, but also to invite to meeting and workshop organised by eMobility itself. Such events serve a good opportunity to inform about the objectives and visions of the eMobility Technology Platform via presentations, but also via information material distribution such as the eMobility flyers and booklets.

During 2006, the eMobility Technology Platform plan to contribute to, organise and / or participate at the below listed events:

Date	Meeting	Location	Further info
20-21 Feb 06	SOS Interop 3, Standards, open standards and Interoperability, ETSI	Sophia, France	"eMobility overview presentation" by Dr. Fiona Williams, Ericsson
22-23 March 06	Investing in ICT Research and Innovation. Shaping Europe of Tomorrow - i 2010"	Vienna, Austria	meeting organised by the Austrian EU Council Presidency
27 April 06	EIF – Technology Platform Breakfast meeting	Brussels	Invited persons only
3 May 06	Meeting of Technology Platforms (eMobility, NEM, Nessi, ISI) with MEPs	Brussels	8:00 - 9.30
4-5 May 06	Austrian Presidency Conference: European Technology Platforms	Vienna	4 eMobility SSA partners / SB, 2 SME representatives
11 May 06	SRA workshop	Bedford hotel, Brussels	Organized by eMobility SSA
12 May 06	Roadmapping Workgroups meeting	Ericsson, Brussels	eMobility internal meeting with Invited participants only; parallel meetings on 1) Globalisation and cooperation, 2) Market- and multidisciplinary cooperations
19 May 06	eMobility Mirror Group Meeting	Ericsson, Brussels	10:00 - 16:00, joint meeting with ISI, NEM, NESSI
22 May 06	eMobility Workshop "Shaping the Future of Mobile and Wireless Communications"	T-Gallery, DT, Bonn	Invited participants only
12 June 06	eMobility SB workshop: Compare top-down vs bottom-up approaches in FP7	Ericsson, Brussels	eMobility SB workshop

Continuing the table from the previous page:

Date	Meeting	Location	Further info
13 June 06	eMobility SB meeting	Ericsson, Brussels	
15 June 06	EAG meeting	Brussels	
19-23 June 06	EUSEA 2006	Singapore	eMobility representative in session on Technology Platforms
26 June 06	Half day workshops on "Power management" and "Applications" chapter of the SRA.	Ericsson, Brussels	
8 Sep 06	eMobility SB meeting	Ericsson, Brussels	
Sep 06 tbc	eMobility workshop in Poland	venue tbc	coordinated by Tomasz Gerszberg
14 Nov 06	eMobility GA#2	Marriott hotel, Heidelberg	
14 Dec 06	eMobility SB meeting	Ericsson, Brussels	

Further information on specific events:

- SOS Interop 3
SOS Interop 3 Standards, open standards and Interoperability, ETSI, Sophia Antipolis, 20-21 February 2006. Website: http://www.etsi.org/sos_interoperability/Agendas/agenda_SOS_III-draft_v1.htm
- IST Directors Meeting in Vienna on March 22-23, 2006.
Further details to this meeting are already given under chapter 3.2 in this document. Website: <http://www.eu2006.at/en/>
- EIF
European Internet Foundation (EIF) – political leadership for Network Society held a breakfast meeting on European Technology Platform together with invited representatives from the MEP, the European Commission and European Technology Platforms. eMobility was represented in the discussion by Magnus Madfors, stand-in for the eMobility chairman Dr. Fiona Williams.
Website: <http://www.eifonline.org/>
- EUSEA 2006
The Euro-Southeast Asia ICT Forum 2006 (EUSEA 2006), supported by the European Commission and ASEAN, will take place in Singapore during the imbX event from 19th to 23rd June 2006. This unique event, sponsored by British Telecommunication plc, will provide a platform for Europeans and Southeast Asians to foster business, research, policy and regulatory collaboration. Over 800 of the most influential European and Southeast Asian ICT business leaders, researchers and regulators will discuss technological advances and explore current and future ICT landscape of the two regions. One of the parallel policy sessions is allocated for the European Technology Platforms (ETP). The eMobility Platform has been invited and will participate in this session.
Website: <http://www.eusea2006.org/>

5 SRA specific dissemination activities

The eMobility SSA project will, through its planned activities, disseminate the results of its work on various versions of the Strategic Research Agenda. The Strategic Research Agenda (SRA) is the most important deliverable of the eMobility SSA, and contains the future priorities identified for the mobile and wireless communication sector. The SRA will be compiled and edited by the eMobility SSA project, based on voluntary contributions received from the eMobility Technology Platform members and from public calls for contributions, issued on the eMobility SSA website.

During 2006, the work on the SRA is focused on updating the document from version 4 to SRA version 5. The SRA v5 is planned to be ready during the summer 2006. In order to raise interest and to receive contributions, the SRA version 4 has been printed in hardcopies and distributed at different relevant events. To mention a few events were the SRA have been distributed:

- At the eMobility Technology Platforms first General Assembly in November 2005, the SRA v4 was distributed with the meeting material.
- The SRA v4 was displayed and distributed at the Austrian Council Presidency conferences in Vienna on March 20-23: "Investing in ICT Research and Innovation. Shaping Europe of Tomorrow - i 2010" + "The 2006 European IST Prize Award"
- At the eMobility open workshop in Brussels on May 11, 2006, the hardcopies of the SRA v4 was also included in the material distributed to all participants.

After the finalisation of the SRA v5, hardcopies of the document will be printed and further distributed at the events listed under chapter 4.2.

Of course, the website of the eMobility Technology Platform always offers the possibility to view and download the latest version of and contributions to the eMobility SRA.