



FUTURE INTERNET TESTBEDS  
EXPERIMENTATION BETWEEN  
BRAZIL AND EUROPE



GOVERNOS FEDERAIS  
**BRASIL**  
PAÍS RICO E PAÍS SEM POBREZA

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## FIBRE-EU

Future Internet testbeds/experimentation between BRazil and Europe – EU

Instrument: *Collaborative Project*

Thematic Priority: *[ICT-2011.10.1 EU-Brazil] Research and Development cooperation,  
topic c) Future Internet – experimental facilities*

### D6.1 Dissemination Plan

From: WP6 – Dissemination and Collaboration

Reviewed by: WP1 – Project Management


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Project co-funded by the European Commission in the 7 <sup>th</sup> Framework Programme (2007-2013)		
Dissemination Level		
PU	Public	✓
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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## Abstract

This document presents the major dissemination activities planned to be carried out by the project, with emphasis on its first year. FIBRE's visual identity is also presented. In the course of the project, WP6 team will continuously review this plan and an updated version will be presented in D6.3, expected at M17

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## 1 Acronyms


CMS	Content Management System
DoW	Description of Work
EU	European Union
FI	Future Internet
GENI	Global Environment for Network Innovations
MoU	Memorandum of Understanding
MS2.3	Milestone 2.3: Successful availability of the infrastructure of the FIBRE-BR facilities
WP	Work Package
WP1	Project Management
WP2	Building and operating the Brazilian facility
WP3	Building and operating the European facility
WP4	Federation of facilities
WP5	Development of technology pilots and showcases
WP6	Dissemination and Collaboration

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## 2 Scope


The purpose of the Dissemination Plan is to establish the general roadmap of the activities that will be carried out by WP6 in order to help ensuring the success of FIBRE in terms of knowledge dissemination to the scientific, academic and industrial communities as well as among policy and decision makers.

This document also works as a guideline to the project members, by presenting the FIBRE logotype, templates, planned events and strategies of dissemination.

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### 3 Reference Documents

FIBRE's Description of Work, available under request to WP1.

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## 4 Targeted audiences

The deployment of new FI facilities in Brazil and the extension of the European ones will offer a valuable experimentation infrastructure, extremely useful for evaluating and benchmarking innovative algorithms, techniques and approaches for tomorrow's networks. Both academia and industry are expected to benefit from the project results. Additionally, in the Brazilian case, it seems probable that the FIBRE-BR testbed will serve as a nucleus for a GENI-like experimental initiative, to be expanded and maintained as a national laboratory service. From the European side, the existing testbeds will be enhanced and federated with the new overseas facilities. Furthermore, as the European partners already have several collaborations in place with other ongoing FI research activities, they are expected to work as "FIBRE's ambassadors" to other related projects.

As one can note, the development of the FIBRE activities will be of interest of many stakeholders, such as R&D entities, SMEs, universities, students, researchers, governmental authorities and policy makers. In summary, four (4) main target audiences were identified:

- **Research/Academia:** postgraduate students - mainly from the field of computer networks and telecommunications - will be motivated to conduct experiments that may lead to related master's and/or doctoral theses. Academic partners may offer advanced networking courses in their curricula and familiarize their students with state-of-the art material and with the experimentation culture rapidly growing among network researchers.
- **Industry:** as FIBRE is a deeply implementation-oriented project, its activities and results are of extreme interest to the networking industry. Furthermore, the deployment of technology pilots will create new opportunities for SMEs to develop new software/hardware equipment. FIBRE partners will seek collaborations with manufacturers, service providers and other related industrial actors. Industry representatives will be invited to participate in some of the project's events. The User's Committee will also foster the inclusion of further participants from industries.
- **Policy Makers:** the FIBRE-BR testbed has the potential to become a reference for FI experimental facilities in the region, driving future investments and project calls on FI research in Brazil. It will be extremely important to make sure that the project achievements will be properly disseminated among research policy makers.
- **Others FI projects/testbeds:** as part of the Task 6.3 activities, the project will seek for cross-promoting FIBRE's outcomes to related EU-funded and Brazilian-funded projects. *Memoranda of Understanding* (MoUs) with related FI initiatives might be set in order to maximize the project's results through the organization/development of joint activities.

It is very important to establish the key target audiences. The dissemination strategy presented in this work plan will be aimed at addressing the audiences described above.

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## 5 Outreach

### 5.1 Visual Identity

The creation of the FIBRE logo sets the basis for the visual identification of the project. It was circulated and discussed among partners before the final release presented in Figure 1.



Figure 1: FIBRE logo

#### 5.1.1 The concept behind the brand

The blue colour has been chosen because it is common to both the flags of Brazil and the EU. Additionally, the circle shape refers to the Earth's globe.

The white lines and their position represent the connection between Brazil and Europe. They are also superposed on different layers, making a reference to overlay networks.

The project acronym displayed in lowercase pays tribute to the standard addresses and domain names used on the Internet. On the other hand, the full project name is presented all in capital letters to provide counterbalance to the image.


#### 5.1.2 Templates

To properly communicate FIBRE activities in a professional way, the project logo is applied in two (2) slide presentation templates (in MS PowerPoint format), as shown in Figure 2.

The templates are available for downloading from the internal Wiki of the project, provided by WP1. All partners are requested to use them to present FIBRE-related activities.

"Deliverable templates" (in MS Word format), as the one used in this report, are also available to project members.



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A “Poster template” will also be created.

Additional templates are likely to be needed and will be provided by WP6.



Figure 2: Presentation templates

## 5.2 Dissemination Materials


As committed in the DoW, at least two (2) sets of leaflets and posters will be designed. The first one – in the early stages of the project – will present FIBRE’s objectives and concepts to a broader audience. The second set – planned to be delivered during the third year – will additionally disseminate public results, outcomes and findings from the deployment of the technology pilots.

Additional posters and/or leaflets may be designed on demand at any time, tailored to the event and target audience where they will be used.

At the end of the first year, near to the conclusion of the implementation phase of the FIBRE-BR facilities (MS2.3), a new brochure will be released. This material will be aimed at attracting outside researchers and students to use the facilities to run their experiments.

To ensure continuous coverage of project activities, press releases will be produced before and after any FIBRE event. Material will be available at events and handed out to visitors. Their respective files will also be available in electronic format on the project web site.

Depending on the targeted audience and the venue where the project will be disseminated, some materials might be produced in Portuguese only.

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### 5.3 Website

A first version of the website is already operational and available at **www.fibre-ict.eu** (Figure 3). The additional domain name **www.fibre-project.eu** is also planned to be created and will be used as the main reference to the project.

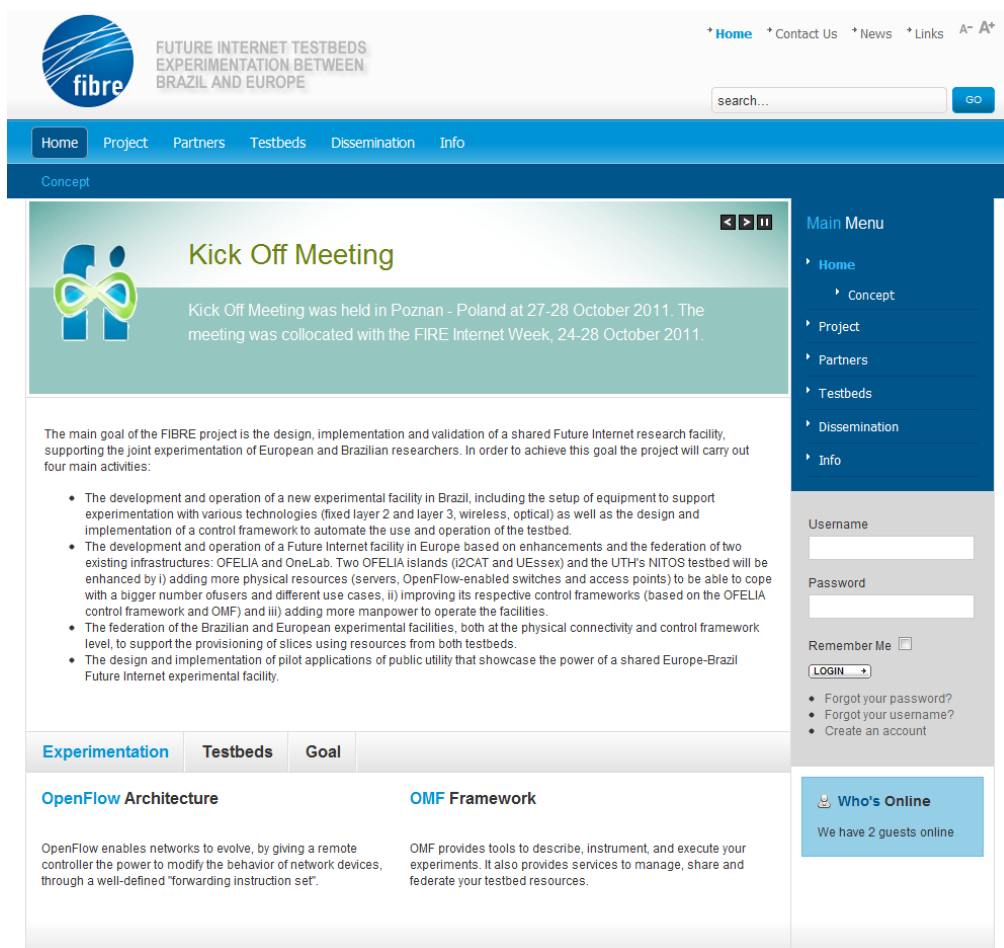



Figure 3: Screenshot of the first version of the FIBRE website

Hosted by UTH, the website was developed with Joomla CMS. At the date of delivery of this report, only some basic information about the project was available on the website. Content is expected to increase gradually through the creation of new pages/sections as project activities evolve.

The language used in the website will be only English, however a Brazilian version with domain name **www.fibre.org.br** will also be created.

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## 5.4 Social Media

Social networks are nowadays one of the most significant tools of communication, building a community around something, such as an idea, organization, brand, event etc. FIBRE will explore the social media to link people interested in FI experimentation.

Initially, a Twitter<sup>1</sup> account will be created to communicate both the project activities and achievements. Selected presentations about FIBRE itself or related to the project results will be shared in SlideShare<sup>2</sup> and integrated to the FIBRE website.


WP6 will also evaluate the feasibility of maintaining a page about FIBRE on Facebook<sup>3</sup> and/or LinkedIn<sup>4</sup>, possibly to be created in the second year.

<sup>1</sup> [www.twitter.com](http://www.twitter.com)

<sup>2</sup> [www.slideshare.net](http://www.slideshare.net)

<sup>3</sup> [www.facebook.com](http://www.facebook.com)

<sup>4</sup> [www.linkedin.com](http://www.linkedin.com)

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## 6 Training Activities

At least two (2) training activities were described in the DoW:

- “FIBRE summer school” or “FIBRE Camp”. These are tentative names of a training activity planned to take place in Brazil in the early stages of the project. As Brazilian facilities will be deployed from scratch and the bulk of manpower rely on postgraduate students, this training event aims at bring up to speed project participants not familiarised with the underlining technologies used in the project.
- Tutorial for site administrators. To ensure an effective operation of the FIBRE-BR testbed over the nine Brazilian sites, a special training event tailored to site administrators will be organised near to the conclusion of the implementation phase of the Brazilian facility.

Nevertheless, all FIBRE partners will be on the lookout for opportunities to organize short courses and tutorials inside their own institutions or within external events. For instance, on May 2011 the Brazilian partner UNIFACS organized a short course on OpenFlow for their students. It is likely that a tutorial on CMFs (Control and Monitoring Frameworks), proposed by FIBRE partners, will be hosted in the next Brazilian Symposium on Computer Networks and Distributed Systems (SBRC).

The dissemination and training plans will be revised and updated, if necessary, in Deliverable D6.3.

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## 7 Workshops

Three (3) workshops are planned during the project lifetime:

- First annual FIBRE workshop: expected to be held near to the end of the first year (M15-M18).
- Second annual FIBRE workshop: expected to be organized near the end of the second year (M24-M28).
- Final Workshop: at the end of the project.


These events will serve the purpose of demonstrating project activities and results to the targeted audiences.

In order to optimise organization effort and maximise the cost-effectiveness of the events, additional FIBRE activities will be co-hosted together with the workshops, such as the General Assembly and technical meetings. WP6 will also look for opportunities to organise workshops jointly with (or close to) key events, such as network-related conferences or Future Internet workshops.

The exact dates and venue for the First Workshop will be announced about 3 months prior to the event. If the First Workshop takes place in Brazil, the second one will take place in Europe (and vice-versa).

For all FIBRE events an informative web page will be created using the CDS Indico tool<sup>5</sup>, which will be linked to the FIBRE website.

<sup>5</sup> <http://cdsware.cern.ch/indico/>

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## 8 Participation in Conferences and Exhibitions

WP6 will keep track of all external events where FIBRE is presented by its members. A complete list of events will be presented in the FIBRE website.

The table below highlights some forthcoming events where FIBRE members are likely to disseminate project activities. This is not an exhaustive list, as we are still awaiting for the announcement of another key events, such as the ICT 2012 organized by the European Commission and the workshops from projects like OFELIA<sup>6</sup>, CHANGE<sup>7</sup> and OpenLab<sup>8</sup>.


Table 1: Calendar of related events

Start date	Event	City	Country
<b>29-Nov-11</b>	Global Future Internet Week (GFIW)	Seoul	S. Korea
<b>13-Mar-12</b>	13th GENI Engineering Conference (GEC)	Los Angeles	USA
<b>April-12</b>	2 <sup>nd</sup> Open Network Summit	San Francisco	USA
<b>17-Apr-12</b>	16th International Conference on Optical Network Design and Modeling (ONDM)	Colchester	UK
<b>30-Apr-12</b>	Brazilian Symposium on Computer Networks and Distributed Systems (SBRC)	Ouro Preto	Brazil
<b>May-12</b>	3 <sup>rd</sup> Workshop on Future Internet Experimentation Research (WPEIF)	Ouro Preto	Brazil
<b>10-May-12</b>	Future Internet Assembly	Aalborg	Denmark
<b>21-May-12</b>	TERENA Networking Conference	Reykjavík	Iceland
<b>11-Jun-12</b>	TridentCom 2012: 8th International ICST Conference on Testbeds and Research Infrastructures for the Development of Networks and Communities	Thessaloniki	Greece
<b>13-Aug-12</b>	ACM SIGCOMM 2012	Helsinki	Finland
<b>08-Oct-12</b>	Futurecom 2012	Rio de Janeiro	Brazil
<b>11-Oct-12</b>	12th Annual GLIF Workshop	Chicago	USA

<sup>6</sup> <http://www.fp7-ofelia.eu>

<sup>7</sup> <http://www.change-project.eu>


<sup>8</sup> <http://www.ict-openlab.eu>

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## 9 Scientific papers

A large number of publications are expected to occur in highly reputed international conferences, workshops and journals based on the concept, vision, design and implementation results of the project. These publications will disseminate the project's achievements and use cases, as well as to provide indications on how to join or use the experimental facility.

Authors will be advised to use a standard acknowledgment text - as the one presented below - in all publications generated by using the FIBRE facilities/resources. The list of scientific publications will be made available through the FIBRE website.

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*"This work makes use of results produced by the FIBRE project, co-funded by the Brazilian Council for Scientific and Technological Development (CNPq) and by the European Commission within its Seventh Framework Programme."*

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