



FUTURE INTERNET TESTBEDS
EXPERIMENTATION BETWEEN
BRAZIL AND EUROPE



Grant Agreement No.: 288356

FIBRE-EU

Future Internet testbeds/experimentation between BRazil and Europe – EU

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

D6.3 Updated Dissemination Plan

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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 revises the Dissemination Plan (6.1) and presents an updated roadmap to be deployed from M17 to the end of the project. The updated roadmap comprises dissemination initiatives towards three main targets with distinctive objectives. Aiming Research / Academia, dissemination goal is to attract "experiments" to use the testbed, and attract new institutions to join the testbed by deploying new experimental islands. To industry players, the goal is seek for collaboration with them. To government, the goal is disseminate the added-value of FIBRE testbed. A new set of dissemination activities is proposed, besides the ones committed in the DoW and planned in D6.1, such as Webinars, video-conferencing meetings, inserting FIBRE in Wikipedia, FAQs and video interviews.



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1 Acronyms

CMS	Content Management System
D6.1	“Dissemination Plan” deliverable, issue by WP6 on M06
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
QPR	Quality Progress Report
RedCLARA	Cooperación Latino Americana de Redes Avanzadas (Latin American Cooperation of Advanced Networks)
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 this document is to update the Dissemination Plan, based on the experience acquired after one year running the WP6 activities. The present plan establishes the general roadmap for dissemination activities from M17 to the end of the project, also taking into consideration the evaluations and comments from the first intermediate review.

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3 Reference Documents

- FIBRE’s Description of Work (available under request to WP1)
- D6.1 – Dissemination Plan
http://www.fibre-ict.eu/images/stories/deliverables/fibre_d6.1.pdf
- 1st Partial Review: Report Analysis and Actions (available under request to WP1)

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4 Targeted audiences

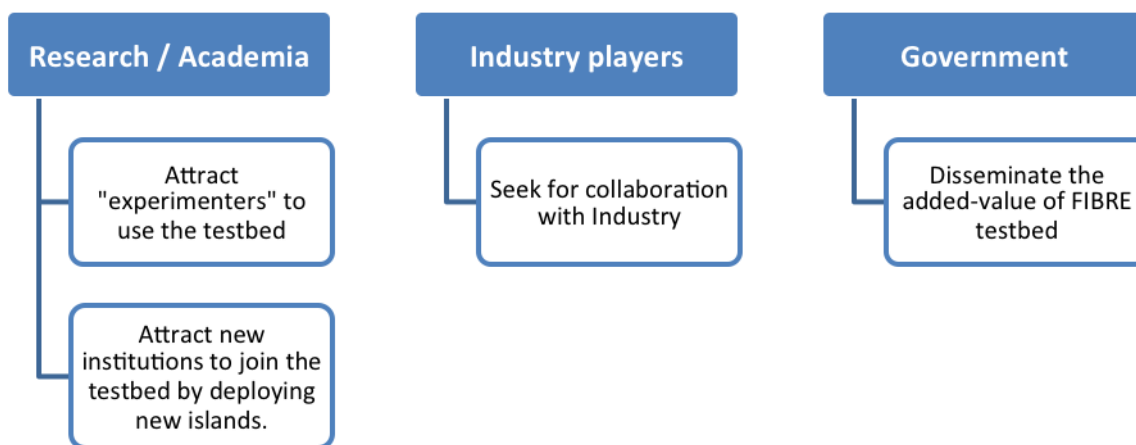
The main target audiences previously identified in D6.1 remain the same:


- **Research/Academia:** Researchers, professors and postgraduate students - mainly from the field of computer networks and telecommunications. Dissemination activities will aim at motivating this group to conduct experiments on the federated testbed, which may lead to related masters and/or doctoral theses.
- **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 project's events.
- **Policy Makers:** FIBRE-BR testbed has potential to become a reference for FI experimental facilities in the region, driving future investments and project calls on FI research in Brazil. It is extremely important to make sure that the project achievements will be properly disseminated among research policy makers. WP6 must work to include presentations about FIBRE achievements in policy-level events, fostering participation of policy-makers in the FIBRE events.

A segmentation of Research/Academia target audience regards addressing **universities and research centres** to join the testbed by deploying new experimentation islands. This will demand WP6, jointly with WP1, to provide guidelines, cookbooks and MoU templates for membership accession.

As part of the Task 6.3 activities, the project will also seek for cross-promoting FIBRE to **others FI projects and testbeds**. However, as this will not require the elaboration of tailored dissemination activities and materials, we are no longer considering related FI projects as a target audience.

The picture below summarizes the target audiences.



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5 New set of dissemination activities

5.1 Webinar

Webinars are online seminars, which allow the participation of a broader audience in a cost effective way.

The FIBRE-BR member UFSCar will conduct a webinar addressing how to setup an experimental island, that will be delivered through RNP's Webconferencing platform. The presentations will be recorded and made available online for future references.

Planned to be delivered by the first semester of 2013, this activity will be mostly targeted to researchers and students in Brazil.

5.2 Virtual Day on Future Internet for Latin America

In order to disseminate FIBRE at the continental level and to raise the attention of Latin-American NRENS to the challenges of setting up a testbed for Future Internet experimentation, a "Virtual Day on Future Internet" is planned to be organized jointly with RedCLARA.

"Virtual Days" are thematic seminars organised by RedCLARA, usually on a quarterly basis. In this kind of event, participants can attend the seminar using video-conferencing facilities (H.323) or watching the presentations on-line, streamed in video, and placing questions via Skype®.

To overcome the language barrier usually common in the Hispanic American community, the FIBRE-EU partner I2CAT will be invited to perform the presentations. The exact date for this activity still needs to be agreed with RedClara.

5.3 Including FIBRE in Wikipedia

The Wikipedia plays a key role in the human knowledge archive and is notable for many achievements. It is the most comprehensive encyclopaedia in the world, written in more languages, and the most successful online crowd sourcing project so far. The "Future Internet" entry in Wikipedia presents, among other details, links to many projects all over the world (http://en.wikipedia.org/wiki/Future_Internet). A link to FIBRE website will be included in this entry.

5.3.1 Create the Wikipedia Portuguese entry for "Future Internet".

We noticed that there is no entry for "Future Internet" in the Portuguese version of Wikipedia. In order to disseminate the topic of Future Internet research for the Portuguese speaking community, we plan to create this new entry, advertising about the FIBRE project inside it.

5.4 FAQ and video interviews

The technical guidelines and cookbooks prepared under the WP2 and WP3 tasks will be made available for on-line for consultation. In addition, short video interviews with FIBRE members and invited experts will try to answer some common questions related to FI testbeds. The interviews will be recorded during the next FIBRE events and made available on the FIBRE website and social networks.

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6 Dissemination activities already planned, in accordance to the DoW

The following list presents the dissemination activities committed in the DoW and not yet executed. These activities were explained in the first version of the Dissemination Plan (D6.1) and will be kept unchanged.

- Organization of an "Operator on Duty" training, when the Brazilian facility becomes operational.
- Organization of the second open FIBRE Workshop. Likely in Europe, around M28.
- Organization of the Final open Workshop. Likely in Brazil, around M34.
- Creation of one more set of leaflet and poster to disseminate the project results.

The results of each of those activities will be reported in the WP6 quarterly reports.

6.1 Dissemination Materials


In addition to the two (2) sets of leaflets and posters committed in the DoW, additional printing materials may be designed on demand at any time, tailored to the event and target audience where they will be used.

A new brochure is also expected to be released when milestone MS2.3 is reached (Successful availability of the infrastructure of the FIBRE-BR facilities). 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. Their respective files will also be available in electronic format on the project web site¹.

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

¹ http://www.fibre-ict.eu/index.php?option=com_content&view=article&id=77&Itemid=161

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7 Participation in external events

This dissemination plan also expects FIBRE members to attend major related events in the next years, preferably presenting FIBRE outcomes in talks, posters and/or technological demonstrations.

The series of events most likely to FIBRE members to attend are:

- Brazilian Symposium on Computer Networks and Distributed Systems (SBRC)
- Brazilian Symposium on Telecommunications (SBRT 2012)
- European Workshop on Software Defined Networks (EWSDN)
- Future Internet Assembly
- GENI Engineering Conference (GEC)
- Open Network Summit
- RNP Workshop (WRNP)
- TERENA Networking Conference (TNC)
- TridentCom


At the time of writing this deliverable, not all events, dates and locations were defined for 2013 and 2014.

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8 Presenting FIBRE to governmental representatives and industries.

Project members will seek for opportunities to present FIBRE results to industries and policy makers, profiting from independent events organized by other institutions or by FIBRE members without using the project funds. A summary of these activities will be presented in the WP6 quarterly reports.

As the project there is no funds to organize extra events unforeseen in the DoW, we cannot pledge a minimum number of this kind of activity. Anyway, based on the relationship that FIBRE members have with decision makers, we are confident that many opportunities will appear.

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9 WP6 tentative timetable

Nov 2012 (M18)

- Delivery of WP6 QPR 04
- First FIBRE Open Workshop, to be held in Salvador (BA), Brazil.
<http://indico.rnp.br/conferenceDisplay.py?confId=156>

Dec 2012 (M19)

- Wikipedia edition for inclusion of FIBRE

Jan 2013 (M20)

- Webinar - tentative month. Due to the Brazilian federal universities strike in 2012, the calendar of undergraduate classes is behind schedule. This may cause the Webinar organization to be shifted in 1 or 2 months.
- Elaboration of a MoU template for collaboration – jointly with WP1.

Feb 2013 (M21)

- Delivery of WP6 QPR 05
- Website content update: creation of the “self-learning” page.

Mar 2013 (M22)

- Training event – “Operator on Duty” style. Subject to the successful achievement of M2.3.

Apr 2013 (M23)

- Website content update: creation of the session “How to collaborate”.
- Production of a new poster about FIBRE.

May 2013 (M24)

- Delivery of WP6 QPR 06
- SBRC symposium. Presentations about FIBRE and internal meetings are expected.

Jun 2013 (M25)

- Virtual Day on Future Internet - tentative month. The exact date still has to be negotiated with RedCLARA.


Jul 2013 (M26)

Aug 2013 (M27)

- Delivery of WP6 QPR 07
- Production and dissemination of a press release about the project, highlighting the second workshop.

Sep 2013 (M28)

- Delivery of D6.4 - Dissemination report for year 2

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- Second FIBRE workshop. Likely to be held in Europe. This workshop can be shifted in 1 or 2 months in order to co-locate it with a major event, increasing the impact and lowering the organization costs.

Oct 2013 (M29)

Nov 2013 (M30)

- Delivery of WP6 QPR 08

Dec 2013 (M31)

Jan 2014 (M32)

- Production of the final poster about FIBRE.

Feb 2014 (M33)

- Delivery of WP6 QPR 09
- Production and dissemination of a press release about the project, highlighting the second workshop.

Mar 2014 (M34)

- Final workshop. Venue to be defined.
- Delivery of D6.5 - Final report on dissemination activities

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10 Ongoing dissemination activities that will be maintained until the end of the project

One of the regular activities maintained by WP6 on a weekly basis regards the website update, including the social media pages. The list below summarizes FIBRE's web presence.

- FIBRE website (<http://www.fibre-ict.eu>) and (<http://www.fibre.org.br>)
- Facebook page (<http://facebook.com/fibre.project>)
- Twitter account (https://twitter.com/#!/FIBRE_project)
- SlideShare account (http://www.slideshare.net/fibre_project)
- "FIBRE-info" public mailing list, mostly in Portuguese. (<http://listas.rnp.br/mailman/listinfo/fibre-info>)

10.1 Updates in the Website content

New website content is expected to be created once the federated testbed becomes operational. In particular, instructions to explain how to join the testbed (either as an experimenter or as a resource provider) must be defined de made available. A new page to centralize the technical documentation and the FAQ will also be created. Figure 1 illustrates the website navigation map, including the new pages still to be created (highlighted in gray).

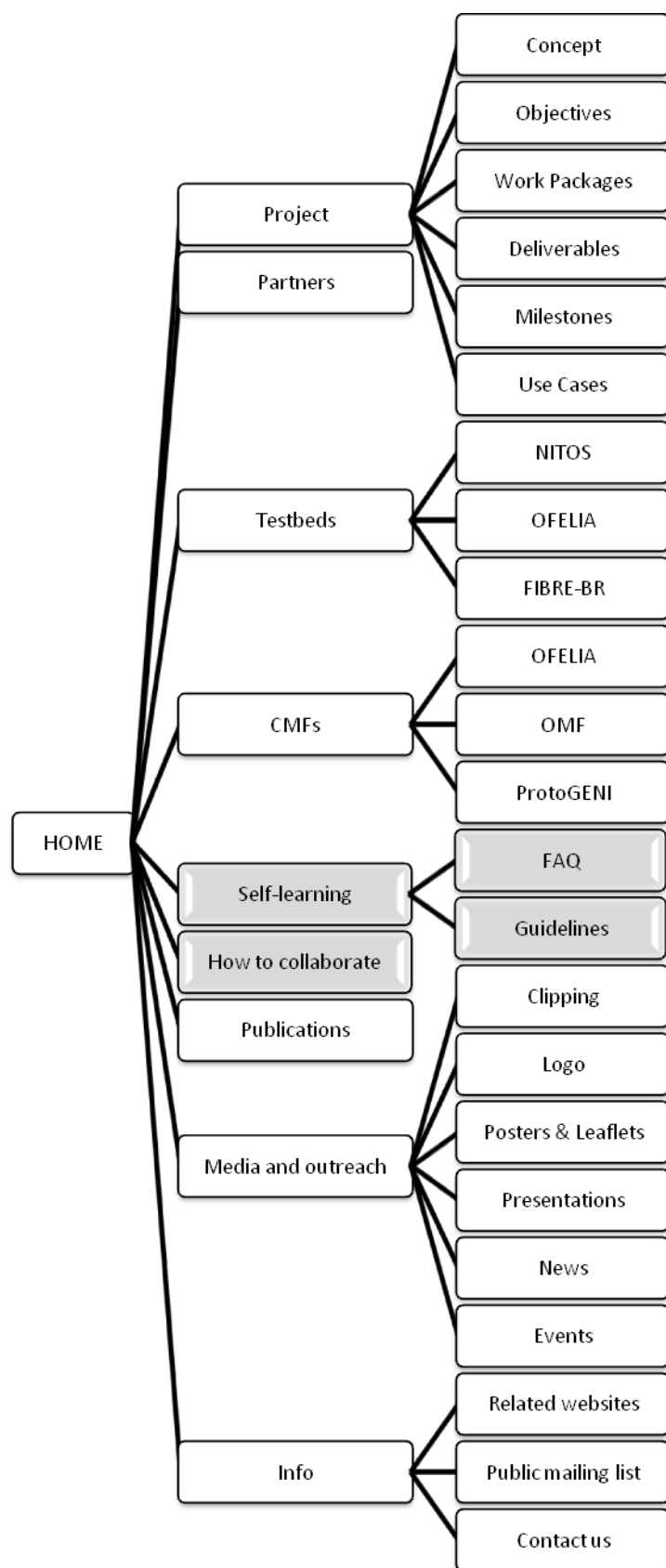


Figure 1 – Website content map. Highlighted in gray are the sessions still to be implemented.

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11 Extended training and dissemination activities

It's worth mentioning that many FIBRE partners are organizing short courses and special disciplines inside (under)graduate courses related to Future Internet. Although it cannot be committed as a project delivery, these initiatives represents a side effect of FIBRE's impact inside each partner institutions. In an indirect manner, these activities help to disseminate FIBRE.

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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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