Project co-funded by the European Commission within the FP7 (2007–2013)

Grant agreement no.: 308630

I-PAN
INNOVATIVE POPLAR LOW DENSITY STRUCTURAL PANEL

Project type: Collaborative Project

Start date of project: 1st October 2012   Duration: 36 months

D9.1 - Web site and collaboration environment based on document management system

WP n° and title	WP9 – Impact analyses, dissemination and exploitation
WP leader	CTECH
Responsible Author(s)	CTECH
Contributor(s)	All partners
Planned delivery date	M3 – December 2012
Actual delivery date	31/12/2012
Reporting period	RP1

Dissemination Level		
PU	Public	X
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)	

Document information

Abstract

This document describes the plan for the dissemination of the objectives and of the results of the IPAN Project.

It defines the dissemination strategies and actions as well as the activities behind the dissemination campaign.

Keywords

Dissemination, website, logo, monitoring

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Document history

Version	Date	Reviewed paragraphs	Short description
0.1	19/12/2012	All	First draft

* Abbreviations of editor/contributor name

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LIST OF ABBREVIATIONS

DoW	Description of Work
EC	European Commission
PMQP	Project Management and Quality Plan
WP	Work Package
PMB	Project Management Board
TMB	Technical Management Board
PM	Project Manager
DM	Deliverable Manager
QM	Quality Manager
PR	Peer reviewer

Table 1 - List of abbreviations

EXECUTIVE SUMMARY

This document describes the dissemination strategy of the objectives and of the results of the IPAN Project.

The document includes a description of the communication channels, tools, actions and activities that will be adopted to disseminate objectives, future results and a description of the strategy to reach the different audiences of the IPAN project.

The major focus is to ensure that the project's research and outcomes are widely disseminated to the appropriate target communities, at appropriate times, via appropriate methods.

This plan is to be considered also as a guide to support the consortium to carry out the dissemination activities using the right material and channels. For this reason, the plan will be regularly reviewed on the basis of the project's evolution and of the acquired new knowledge that will allow adding new dissemination opportunities.

INTRODUCTION

This deliverable aims to provide a detail description of all the dissemination actions, including policies, strategies and means which have been and will be realized within the I-PAN project, representing therefore the reference document for all dissemination activities (WP9). Moreover, the first results will be also described. The report, which is in its first version, will be updated at the end of each project year.

Dissemination activities are aimed at:

➢ Widely spreading information about the project activities and targets towards the different potentially interested stakeholders and audiences in order to optimise the benefits and impact of the I-PAN results;

➢ Obtain valuable feedbacks from interested stakeholders, industrial community of wood processing, research communities, policy-makers he SMEs operating in the usage of panels and support potential technology transfers, so as to get a comprehensive validation;

➢ Building awareness on the I-PAN solutions using a variety of communication and aggregation tools.

The present document provides a general overview on the I-PAN dissemination approach, including the following elements:

➢ The main results to be disseminated throughout the project;

➢ The available dissemination channels and instruments;

➢ The major stakeholders and targets groups to focus on and the related adopted communication strategy;

➢ The foreseen I-PAN events that will take place during the project lifetime.

This document outlines the different actions to be taken to reach the above mentioned goals. The project encourages the maximum publicity for its activities and the greatest possible involvement of external actors in its discussions.

I-PAN APPROACH TO DISSEMINATION

For the I-PAN project to effectively communicate with the external world, a defined dissemination methodology is needed. The IPAN dissemination methodology is sustained by the following key points which define the dissemination plan:
- ➢ Raising Awareness;
- ➢ Engaging the entire consortium;
- ➢ Effectively disseminating project results to target audiences.

The aim is to ensure a coherent and well-organised dissemination campaign. Moreover, the means of dissemination will be based on the targeted audience in order to maximise its exploitation.

For each potential target audience, the objective of the dissemination has to be clearly defined, in terms of:
- ➢ What will be transmitted (flyer, communication papers, deliverables, etc.)
- ➢ When the dissemination activity will take place
- ➢ How the dissemination will be performed

A multi-dimensional dissemination approach with different communication tools adapted to the respective target groups is therefore needed to disseminate project concept and results and attract interest and necessary feedback/involvement from them.

The activities to ensure wide visibility and identification of the project include:
- ➢ Provide the I-PAN project with a graphic identity (logo, colour scheme, style sheets) and with a dedicated website;
- ➢ Participation in relevant events, exhibitions, workshops, specialised international meetings, etc;
- ➢ Elaboration of articles in scientific and non-scientific magazines, e-journals, forums, press releases, etc;
- ➢ Establishing synergies with other ongoing and future projects to help extend the scope of dissemination results to new fields in both national and international domains.

PARTNERS' ROLES IN DISSEMINATION ACTIVITIES

Dissemination activities engage all Partner organisations. The Consortium is committed to present project outcomes in order to obtain a balanced participation from each partner. Planning the effective dissemination of the project progress and results requires that the partners share the same guidelines and planning strategy. The dissemination activities may be carried out at the level of partners' own organisations at the consortium level, regionally or nationally and across the EU. In particular,

CTECH will be the responsible of the dissemination activities of the advances technologies, the innovation strategies and project results. Dissemination events will be monitored and proposed to the consortium as possibilities for attending and organising conferences and workshop.

IMAL, as project coordinator, will promote the I-PAN project results in the most important industry fairs and events. Moreover the outcomes will be shared through editorials for specialized journals and on the website in order to stimulate the market and encourage potential purchasers, underlining also the environmental benefits of the project.

ECSC will mind the scientific publications in conferences and journals, the attendance to conferences and workshops will contribute to common dissemination activities such as scientific publications in conferences and journals, attendance to conferences and workshops, project website, etc.

UMIL will cooperate by publishing technical papers in international peer-reviewed journals and conferences in the area of intelligent signal and image processing, vision, computational intelligence and

adaptive systems. Dissemination will involve scientific and professional networks and higher educational international programs.

UMIL with **ECSC** will cooperate in:
-organizing the final workshop of the project, as well as special sessions in international conferences and a special issue in an international journal on the above topics;
-in training activities for SMEs, and will offer tutorials at conferences and in undergraduate and graduate university courses on the above topics.

IDP regarding the structural and environmental factors, will spread out to promote the project results among your partners and clients.

STELA will promote project results to his large network of suppliers and clients, focusing in the novel manufacturing technologies and the lower environmental impact.

CHIMAR, the project results through text postings in the company website, the international network of its licensees as well as through its participation in field conferences, fairs, and commercial events related with green technology promotion.

TARGET GROUPS

The main identified target groups that will be addressed are:
- ➢ industrial community, both Large Industries and SMEs (companies involved in the wood processing, production of panels). In particular, the main European panel producers already in touch with the project partners (like the Sonae Group (FR), Kronospan Group (LXDE), Kronfrance (FR), Kronopol (PL), Norbord (UK), etc)
- ➢ scientific community dealing with the topic of complex software and system developments (public/private universities, research centers at national and EU level)
- ➢ an extensive network of companies and international organizations (FAO - International Poplar Commission, Technology Platform of the European Forest-Based
  Sector (FTP), Confederation of European Woodworking industries (CEI-Bois), EngineeredWood Technology Association (APA), European Panel Federation (EPF), Structural Board Association (SBA).
- ➢ policy makers;
- ➢ current EU funded ongoing projects aimed at networking, coordinating and supporting innovation with a specific focus on environmental benefits

Success is based on the knowledge that the target audience has about the I-PAN project. The following table identifies for each target group the most effective dissemination tools and channels to be used:

Target group	Communication material	Communication channel
Industrial community	✓ An electronic brochure and leaflet ✓ I-PAN paper brochure and leaflet ✓ I-PAN website ✓ I-PAN DVD (or Flash-like animation)	✓ Exchange of links with related project/websites ✓ Journals/magazines ✓ Invitation to I-PAN events ✓ Publication on Cordis ✓ Direct link on website of partners involved
Scientific community	✓ I-PAN electronic brochure and leaflet ✓ I-PAN paper brochure and leaflet ✓ I-PAN DVD (or Flash-like animation)	✓ Exchange of links with related project/websites ✓ Participation to National and International Conferences ✓ Articles/reports in scientific and technical Journals/magazines ✓ Invitation to I-PAN events ✓ Publication on Cordis
General Public	✓ I-PAN website ✓ News letter I-PAN articles ✓ I-PAN brochure and leaflet ✓ I-PAN DVD (or Flash-like animation)	✓ Public area of the I-PAN Website ✓ Electronic forum or blog where download publication project for free ✓ Popular Journals/magazines ✓ Non scientific Electronic magazines, eNewsletters ✓ Local journals/magazines ✓ Invitation to I-PAN events & presentation of project in events ✓ Press releases published on different broadcasts
Policy Makers	✓ I-PAN website ✓ I-PAN articles ✓ I-PAN brochure and leaflet ✓ I-PAN DVD (or Flash-like animation)	✓ Invitation to I-PAN events ✓ Public area of the I-PAN Website ✓ Articles/reports in scientific and technical Journals/magazines ✓ Press releases published on different broadcasts

Table 2 - Target groups and dissemination tools and channels

DISSEMINATION MATERIALS AND TOOLS

Different dissemination materials have been professionally designed and crafted and will be continued to be produced throughout the entire course of the project. More specifically, the dissemination materials will be designed and studied according to different communication needs, to various event typologies and being tailored to closely follow the evolution of the project.

LOGO

The first dissemination step is the visibility. The logo has the capability to make the project identifiable has it defines its identity for its whole duration. According to the FP7 rules, the logo will be used in each type of dissemination material that will be produced during the IPAN lifetime.

The I-PAN logo recalls the main objective of the project: the green color and the shape of the hyphen convey the idea of environmentally friendly and sustainable panels.

Figure 1-Logo I-PAN

Moreover the abbreviation of I-PAN has been made explicit in the image below through the full name of the project and imagine of a Poplar, i.e. the type of wood used in the project.
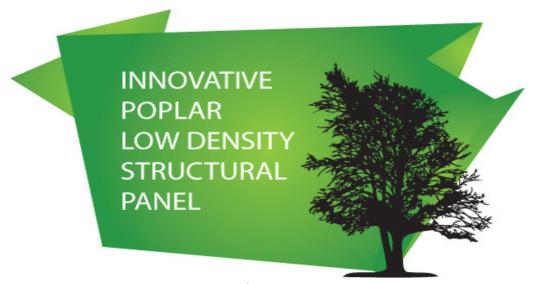
Figure 2- FP7 Logo

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The FP7 logo will be used in the website and in other public dissemination materials and tools (i.e. brochure and leaflet)

Figure 3-FP7 Logo

WEBSITE

The I-PAN website, available at the URL "http://www.ipanproject.eu/" has been developed in English. The homepage provides a short description about the project objectives and goals, the news, the LOGIN for the private area and some interesting link.

Figure 4 - Home page I-PAN website

This public area of the website allows access to other sections of the portal, containing the key information of the project, in particular:

> ➢ a brief project summary highlighting the objectives, the contents , the structure, the benefits and results of the I-PAN Project including the composition of the consortium;
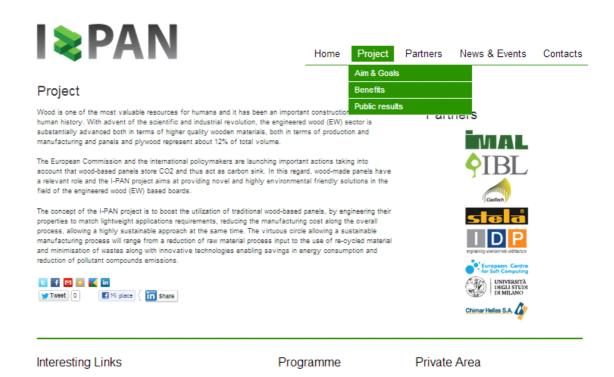
Figure 5 – Project description in the I-PAN website

> ➢ a short profile of each of the I-PAN Partners and a link to their web sites;

Figure 6 - Partners description in the I-PAN website

> ➢ a News section where relevant news/events will be announced and interesting links highlighted;
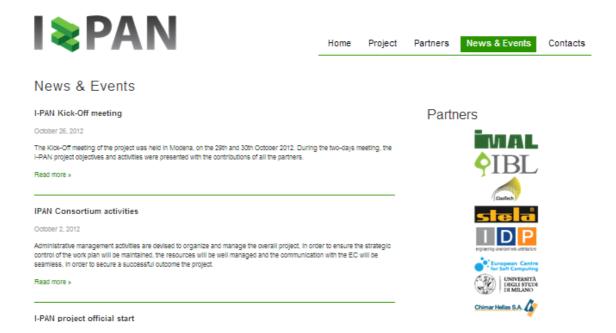
Figure 7 - News section in the I-PAN website

The site also contains a private restricted area for internal use (only for the partners of the consortium), for document sharing, storing of project deliverables, etc.
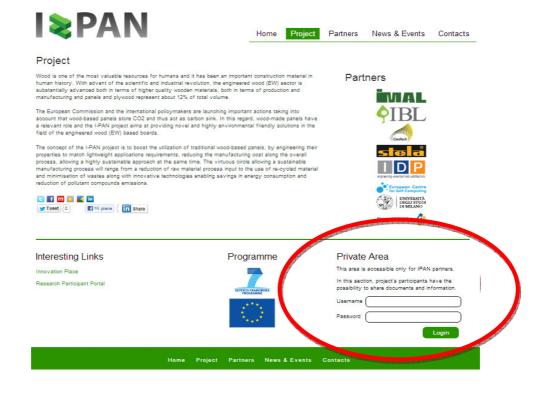

Figure 8 - Private area in the I-PAN website

BROCHURE & LEAFLET

The consortium will design a brochure (to be printed when needed), and a leaflet (to be used by electronic means), with short contents related to:
- project objectives;
- expected results;
- consortium involved.
This material should be provide a quickly overview of the project to a wide audience.

I-PAN POWER POINT PRESENTATION

A general power point presentation will be prepared with the main description of the project, to be used by project consortium and researchers involved in dissemination opportunities.

PAPER AND PRESS RELEASES

Scientific papers are planned to be realised during the project life, by the partners involved in the project.

A general press release will be prepared about month 6, informing the general audience about the start of the project and the activities planned in the European countries involved. Moreover, at least 8 press releases should be published for a general press and 5 to several broadcasts during the project period.

The general press releases, will be sent to different electronic journals and magazines and the consortium will monitor in which one is published. Some of the I-PAN targeted journals will be:
· Unasylva (FAO)
· Engineered Wood Journal
· Forest Products Journal
· Journal of Wood Science
· Proceedings of the panel and engineered wood
· SAMPE Journal Wood and Fiber Science.
· IEEE and Springer journals on image processing, vision, pattern analysis, and computational intelligence.

NEWSLETTER

An e-newsletter service will be put in place, to issue at least 6 newsletters (starting at month 18) targeted towards interested stakeholders in the sector. The main goal of the newsletter will be to present the first concrete results in order to attract potential interested people. The presentation of tangible results such as service implementation and public documentation, is the only strong leverage to rise interest on the project and attract the relevant stakeholders.

DISSEMINATION ACTIVITIES

The dissemination initiatives will be planned by each partners and described in the next version of this document. The activities should be the participation to some European conferences, fairs and exhibitions. The events in which the IPAN project could be presented are:

- APA Annual Meeting and EWTA Info Fair
- EPF Annual General Meeting
- Global Wood Products Industry & Market Conference
- International Conference on Wood & Biofiber Plastic Composites and Cellulose Nanocomposites Symposium
- International Wood Composites Symposium
- Panel and Engineered Lumber International Conference
- Western Wood Products Association (WWPA) Annual Meeting
- Woodtec
- IEEE World Congress on Computational Intelligence
- IEEE Symposium Series on Computational Intelilgence
- IEEE International Instrumentation and Measurement Conference
- IEEE Conference on Robotics and Automation
- LIGNA HANNOVER
- XILEXPO Biennial world exhibition for woodworking technology and furniture supplies
- IWF (International Woodworking Fair)

MONITORING THE DISSEMINATION ACTIONS

To monitor the results reached, each I-PAN partner, will keep track of the single dissemination/communication action realised, in an excel sheet, structured as follow:

I-PAN responsible partner	Communication Channel	Communication Action	Action Title of event/magazine/ etc.	Date (Planned/ Actual)	Type and size of audience	Comments

Table 3 - Monitoring of the partners' dissemination activities

The WP Leader, CTECH, responsible for the Dissemination task, will collect and monitor the project partners activities in order to verify the dissemination results and to propose specific initiatives.

The following table indicates the expected timing for each communication action:

Communication action	Timing
Press release	The first one about six month after the starting of the project. Later, every time that a good news/results need to be promoted, and also in the following specific occasions: I-PAN events, Mid-term project results, End of the project results
Promotional email	I-PAN events Every time that a good news/results need to be promoted
Participation to events	Always
Exchange of links with other initiatives	Always with project related to I-PAN thematic Always in the website of the partners involved in the consortium
Publication on CORDIS	I-PAN events Mid-term project results End of the project
Update of website	Always: news section to be updated frequently
Update of ppt presentation	After the presentation of the 1° year results to the EC, if needed
Update of brochure and leaflet	After the presentation of the 1° year results to the EC, if needed
Newsletter	At least 6 newsletters (starting at month 18)
DVD (or Flash-like animation)	After the achievement of a project result

Table 4 - Foreseen timing for communication action

DISSEMINATION RULES

The coordinator, IMAL, will ensure that each public available dissemination material (articles, papers or press releases) will include the following sentence:

"The research leading to these results has received funding from the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 308630".

CONCLUSIONS

This Dissemination Plan presented a comprehensive dissemination strategy with a common graphic identity, specific tools and activities adapted to the respective target groups, a clear communication policy and a strict internal assessment procedure.

To further improve the dissemination strategy during the project's life, the Dissemination Plan will be updated and resubmitted at least once a year, with actions carried out and the new dissemination opportunities identified by the consortium.